



SEP. 14-20, 1987

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	TOTAL WORKING		LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN				
									PERS	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.					
									(2+)	18+	49	34	49	54	64	55+	34	49	54	64	55+	12-	12-	2-	6-			
EVENING CONT'D																												
BLESSINGS OF LIBERTY(S)-CONT'D																												
	9.30 - 10.00				A	8.4	14	744	1669	260	183	70^	770	183	384	376	395	327	613	180	340	352	304	202	108	36^	179	107
	10.00 - 10.30				A	8.3	14	735	1589	271	183	56^	728	165	369	363	404	304	620	197	339	343	282	215	94	31^	147	85^
	10.30 - 11.00				A	8.0	15	709	1553	300	204	63^	747	179	386	376	415	308	626	192	348	350	301	212	51^	26^	129	75^
CAGNEY & LACEY(R)																												
MON	10.00P	60	CBS	3	A	10.8	18	957	1388	338	234	107	852	291	450	457	355	324	410	153	214	203	164	176	55^	38^	72	48^
	210	99	OP	3	B	11.3	20	998	1445	329	235	87	827	256	463	462	392	298	469	167	287	272	225	149	82	54	67	40
	10.00 - 10.30				C	11.3	20	998	1445	329	235	87	827	256	463	462	392	298	469	167	287	272	225	149	82	54	67	40
	10.30 - 11.00				A	11.1	18	983	1397	337	238	119	858	293	464	465	360	316	390	153	209	202	151	155	63^	44^	87	59^
					A	10.6	19	939	1366	336	228	93	837	286	431	444	346	330	427	152	216	202	177	195	46^	32^	55^	35^
CBS SUNDAY MOVIE																												
SUN	9.18P	120	CBS	2	A	10.8	18	957	1518	364	268	73	864	264	454	422	420	348	537	153	265	259	258	236	60^	50^	57^	42^
	206	99	FF	2	B	11.3	19	1001	1458	334	245	75	830	261	437	411	371	326	487	151	238	231	210	217	72	44^	68	48
					C	11.3	19	1001	1458	334	245	75	830	261	437	411	371	326	487	151	238	231	210	217	72	44^	68	48
MICKI & MAUDE																												
	9.00 - 9.30				A	12.6	20	1116	1544	367	279	63	878	262	445	402	406	383	531	128	234	230	263	257	58	38^	78	56^
	9.30 - 10.00				A	11.0	18	975	1588	386	295	80	905	303	500	441	417	351	555	165	284	269	260	234	62^	53^	66	42^
	10.00 - 10.30				A	10.5	18	930	1494	361	265	66^	859	250	440	422	431	353	530	155	261	254	251	238	61^	57^	44^	34^
	10.30 - 11.00				A	10.5	19	930	1478	353	255	75	846	261	444	414	419	338	519	156	260	253	243	226	80^	52^	52^	40^
	11.00 - 11.30				A	10.5	21	930	1448	335	236	73	798	217	410	408	410	317	540	141	265	275	281	230	56^	39^	54^	44^
CBS TUESDAY MOVIE																												
TUE	9.00P	120	CBS	1	A	10.6	18	939	1563	292	219	69	731	214	382	374	358	288	644	219	351	355	287	235	98	28^	90	44^
	185	88	FF	1	B	10.6	18	939	1563	292	219	69	731	214	382	374	358	288	644	219	351	355	287	235	98	28^	90	44^
					C	10.6	18	939	1563	292	219	69	731	214	382	374	358	288	644	219	351	355	287	235	98	28^	90	44^
A SOLDIER'S STORY																												
	9.00 - 9.30				A	9.8	16	868	1552	304	227	66^	751	195	386	387	394	295	656	204	349	371	297	248	68^	18^	77	40^
	9.30 - 10.00				A	10.5	17	930	1593	298	219	69	739	206	376	371	370	298	664	231	360	359	286	246	93	21^	97	46^
	10.00 - 10.30				A	11.2	19	992	1557	291	220	67	710	220	383	365	341	277	640	231	361	354	279	225	118	35^	88	45^
	10.30 - 11.00				A	10.8	20	957	1566	280	210	75	734	234	387	380	335	287	625	211	336	339	289	226	108	38^	99	47^
CHARMING																												
THU	8.30P	30	ABC	1	A	9.7	16	859	1687	306	263	115	686	289	468	401	316	181	463	235	352	298	193	83	240	156	298	241
	203	95	CS	1	B	9.7	16	859	1687	306	263	115	686	289	468	401	316	181	463	235	352	298	193	83	240	156	298	241
					C	9.7	16	859	1687	306	263	115	686	289	468	401	316	181	463	235	352	298	193	83	240	156	298	241
CONSTITUTIONAL GALA(S)																												
THU	9.00P	125	CBS		A	7.6	13	673	1480	223	116	52^	859	135	285	339	404	489	472	86^	206	247	231	219	41^	24^	107	58^
	209	99	GV																									
	9.00 - 9.30				A	7.2	12	638	1571	219	115	53^	808	177	319	339	353	417	464	109	228	259	217	204	68^	35^	231	123
	9.30 - 10.00				A	7.8	13	691	1463	211	102	60^	846	131	261	329	398	489	470	78^	196	248	247	221	40^	25^	108	63^
	10.00 - 10.30				A	7.7	14	682	1430	237	118	58^	875	128	278	336	419	510	460	78^	191	239	221	210	29^	22^	66^	39^
	10.30 - 11.00				A	7.5	14	665	1435	216	117	34^	890	104	272	343	430	529	470	77^	194	232	218	231	33^	21^	42^	18^
	11.00 - 11.30				A	9.5	21	842	1488	251	157	58^	873	138	326	354	439	476	557	99	262	275	309	255	21^	<<	36^	18^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.





SEP. 14-20, 1987

PROGRAM NAME  DAYTIME DUR NET NO. #STNS CVG% TYPE OF T/C						HOUSEHOLD AUDIENCES K E Y AVG. SH AVG. AUD. % AUD. 0.000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN					
								PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-		
EVENING CONT'D																													
HOUSTON KNIGHTS						A	10.8	18	957	1693	352	277	106	839	202	471	457	481	310	668	188	392	373	364	229	74	51^	112	61^
TUE 8.00P 60 CBS 1						B	10.8	18	957	1693	352	277	106	839	202	471	457	481	310	668	188	392	373	364	229	74	51^	112	61^
208 99 OP 1						C	10.8	18	957	1693	352	277	106	839	202	471	457	481	310	668	188	392	373	364	229	74	51^	112	61^
8.00 - 8.30						A	10.6	18	939	1692	358	282	102	847	205	475	455	487	320	655	186	393	368	358	222	77	51^	112	66^
8.30 - 9.00						A	10.9	17	966	1710	349	274	110	838	200	471	463	480	303	687	192	394	382	373	237	71	50^	114	58^
IT'S AN ADVENTURE,C.BROWN(S,R)						A	6.6	13	585	2173	242	186	125	664	243	429	365	290	207	533	184	363	337	274	143	235	139	740	397
SAT 8.00P 60 CBS 1						A	6.3	13	558	2172	252	192	108^	694	245	435	366	303	228	556	185	356	332	284	165	234	140	688	381
200 95 EA						A	6.8	13	602	2206	237	184	141	646	244	431	370	282	189	520	186	375	346	269	124	240	141	800	418
8.00 - 8.30						A	15.6	25	1382	1550	339	259	114	859	284	481	438	371	338	412	144	230	231	193	140	88	61	191	125
8.30 - 9.00						B	15.6	25	1382	1550	339	259	114	859	284	481	438	371	338	412	144	230	231	193	140	88	61	191	125
KATE & ALLIE MON 8.30P 30 CBS 1						C	15.6	25	1382	1550	339	259	114	859	284	481	438	371	338	412	144	230	231	193	140	88	61	191	125
207 98 CS 1						A	15.5	29	1373	1519	376	303	91	834	301	519	497	380	271	559	214	332	322	234	194	61	28^	65	47
L.A. LAW(R) THU 10.00P 60 NBC 3						B	15.0	28	1332	1550	376	311	112	812	327	528	478	346	242	539	233	360	324	223	150	89	49	109	65
211 99 GD 3						C	15.0	28	1332	1550	376	311	112	812	327	528	478	346	242	539	233	360	324	223	150	89	49	109	65
10.00 - 10.30						A	15.5	28	1373	1534	381	309	96	824	298	514	490	376	263	550	215	324	338	245	196	75	46	84	65
10.30 - 11.00						A	15.5	30	1373	1504	372	296	86	844	305	525	504	383	280	568	213	324	338	245	192	75	46	84	65
MAMA'S BOY SPECIAL(S)						A	20.6	38	1825	1661	319	250	56	911	239	424	419	407	415	423	112	213	220	194	180	138	114	189	135
SAT 9.30P 30 NBC 1						A	10.4	17	921	1599	240	171	64^	909	138	323	373	416	507	527	110	190	182	207	305	49^	15^	114	74
MATLOCK(R) TUE 8.00P 60 NBC 3						B	11.2	19	992	1606	240	158	44	897	139	304	355	407	510	559	114	225	217	258	307	71	32^	79	40
189 91 GD 3						C	11.2	19	992	1606	240	158	44	897	139	304	355	407	510	559	114	225	217	258	307	71	32^	79	40
8.00 - 8.30						A	10.0	17	886	1595	235	169	70^	910	147	339	390	416	491	529	111	187	183	208	305	40^	12^	115	73
8.30 - 9.00						A	10.8	17	957	1603	245	172	57^	908	129	307	357	417	523	525	109	193	181	206	304	56^	18^	113	75
MAX HEADROOM FRI 9.00P 60 ABC 1						A	7.7	14	682	1585	295	238	147	725	307	523	481	345	160	599	258	443	379	292	115	101	43^	160	98
208 98 A 1						B	7.7	14	682	1585	295	238	147	725	307	523	481	345	160	599	258	443	379	292	115	101	43^	160	98
9.00 - 9.30						C	7.7	14	682	1585	295	238	147	725	307	523	481	345	160	599	258	443	379	292	115	101	43^	160	98
9.30 - 10.00						A	8.1	15	718	1582	300	250	149	720	319	529	477	332	156	581	245	438	372	295	107	94	42^	187	111
						A	7.4	14	656	1566	284	221	143	721	290	510	479	355	161	610	268	443	381	285	121	107	44^	128	82^
MISS AMERICA PAGEANT(S)						A	20.4	42	1807	1748	320	234	46	903	214	418	414	445	411	510	135	264	264	237	214	163	129	173	133
SAT 10.00P 121 NBC AC						A	20.5	39	1816	1722	301	217	52	893	211	405	404	425	416	475	126	245	247	215	202	174	137	179	132
208 99						A	21.1	41	1869	1733	309	217	49	892	201	397	403	434	422	509	123	256	260	236	223	159	128	174	136
10.00 - 10.30						A	20.4	43	1807	1767	324	237	46	903	218	427	416	452	401	521	145	278	277	241	209	164	130	179	138
10.30 - 11.00																													
11.00 - 11.30																													
CONT'D																													

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 14-20 1987

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**A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE**

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.









## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
													TOTAL PERS	WORKING WOMEN	LOH 18-49	18-49 W/CH	18-	18-	25-	35-	35+	18-	18-	25-	35-	35+	TOTAL	FEM.	TOT.	TOT.					
													(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	17-19	2-6	6-11			
EVENING CONT'D																																			
SPECIAL MOVIE PRESENT-FRI.(S,R)																																			
FRI 9.00P 120 CBS																																			
196 95 FF																																			
NATIONAL LAMPOON'S VACATION																																			
9.00 - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
SPECIAL MOVIE PRESENT-SAT.(S)																																			
SAT 9.00P 120 CBS																																			
177 93 FF																																			
THE LAST STARFIGHTER																																			
9.00 - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
SPENSER: FOR HIRE SPECIAL(S,R)																																			
SUN 8.00P 60 ABC																																			
184 97 PD																																			
8.00 - 8.30																																			
8.30 - 9.00																																			
SPORTSBREAK-SAT																																			
SAT 8.58P 1 CBS																																			
194 89 SN																																			
SPORTSBREAK-SUN																																			
SUN 10.07P 1 CBS																																			
203 93 SN																																			
SUMMER PLAYHOUSE																																			
FRI 8.00P 60 CBS																																			
180 87 FV																																			
KINGPINS/SONS OF GUNZ																																			
8.00 - 8.30																																			
8.30 - 9.00																																			
39TH ANNUAL EMMY AWARDS(S)																																			
SUN 8.00P 180 FOX																																			
156 90 AC																																			
8.00 - 8.30																																			
CONT'D																																			

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C					VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
					K E Y	HOUSEHOLD AUDIENCES			TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	18-49 49	18-49 W/CH <3	TOTAL 34	18- 49	25- 54	35- 64	55+	TOTAL 34	18- 49	25- 54	35- 64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-11	TOT. 6-11		
EVENING CONT'D																												
39TH ANNUAL EMMY AWARDS(-CONT'D)																												
					A	8.4	13	744	1974	374	298	108	854	358	571	545	375	222	626	265	451	392	310	126	217	103	277	166
					A	9.3	14	824	1899	425	353	96	902	355	575	556	415	260	574	223	392	356	280	149	208	114	215	125
					A	9.6	15	851	1860	414	344	94	902	347	573	556	430	255	591	224	406	375	304	150	175	90	192	101
					A	9.9	16	877	1817	422	357	94	933	377	616	581	431	250	602	228	408	373	304	156	132	67^	150	68^
					A	9.2	16	815	1734	397	330	104	914	378	598	576	400	251	564	210	366	334	276	162	120	71^	136	63^
20/20					A	13.7	27	1214	1590	304	215	100	858	220	460	472	449	327	616	178	352	352	302	211	57	34^	59	40^
FRI					B	13.7	27	1214	1590	304	215	100	858	220	460	472	449	327	616	178	352	352	302	211	57	34^	59	40^
					C	13.7	27	1214	1590	304	215	100	858	220	460	472	449	327	616	178	352	352	302	211	57	34^	59	40^
10.00 - 10.30					A	13.4	26	1187	1575	278	195	109	837	209	442	460	437	325	616	182	354	350	295	209	54	35^	68	45^
10.30 - 11.00					A	14.0	28	1240	1605	329	235	92	879	231	478	483	460	330	617	175	350	354	308	213	60	34^	50^	35^
21 JUMP STREET					A	4.4	8	390	1674	312	269	37^	677	351	490	412	268	142^	472	264	367	282	180	89^	273	174	252	150^
SUN					B	4.4	8	390	1674	312	269	37^	677	351	490	412	268	142^	472	264	367	282	180	89^	273	174	252	150^
					C	4.4	8	390	1674	312	269	37^	677	351	490	412	268	142^	472	264	367	282	180	89^	273	174	252	150^
7.00 - 7.30					A	4.3	8	381	1670	306	265	35^	687	348	491	406	288	145^	449	248	348	271	176	87^	275	172	259	159^
7.30 - 8.00					A	4.4	8	390	1716	325	278	39^	682	362	500	427	255	142^	505	287	394	299	189	92^	278	180	251	145^
227(R)					A	16.2	31	1435	1630	268	201	65	855	236	369	333	317	429	423	136	218	213	174	167	130	92^	222	148
SAT					B	15.5	29	1369	1650	284	215	73	855	241	380	339	322	424	432	148	231	216	179	173	133	91	229	159
					C	15.5	29	1369	1650	284	215	73	855	241	380	339	322	424	432	148	231	216	179	173	133	91	229	159
VALERIE(R)					A	14.2	22	1258	1742	338	259	102	738	316	483	425	284	197	413	205	312	248	156	91	274	123	316	209
MON					B	14.2	23	1255	1827	327	272	95	750	314	517	450	310	190	460	234	354	292	180	93	286	139	331	228
					C	14.2	23	1255	1827	327	272	95	750	314	517	450	310	190	460	234	354	292	180	93	286	139	331	228
WEREWOLF SPECIAL(S,R)					A	3.7	7	328	1819	336	287	54^	681	190^	475	456	445	157^	679	260	496	485	354	106^	290	191^	169^	116^
SAT																												
8.00 - 8.30					A	4.0	8	354	1791	328	289	48^	666	195	478	421	419	157^	741	292	539	500	366	135^	236	131^	148^	102^
8.30 - 9.00					A	3.8	7	337	1869	333	278	52^	688	198	483	471	436	142^	666	252	488	480	353	100^	334	246	181^	129^
9.00 - 9.30					A	3.5	6	310	1767	341	287	54^	679	176^	452	461	455	167^	603	225	439	451	326	84^	302	217	183^	119^
9.30 - 10.00					A	3.7	7	328	1716	318	276	61^	645	173^	450	444	450	155^	650	253	480	475	348	90^	268	153^	153^	107^
WE THE PEOPLE					A	7.9	13	700	1693	290	213	70	768	220	438	406	387	281	568	175	318	319	277	206	54^	27^	302	143
TUE&THU					B	8.7	14	769	1595	316	232	82	785	231	443	433	382	289	536	182	325	319	262	170	66	37^	208	102
					C	8.7	14	769	1595	316	232	82	785	231	443	433	382	289	536	182	325	319	262	170	66	37^	208	102
WHO'S THE BOSS?(R)					A	17.6	30	1559	1736	399	342	108	762	374	559	452	299	166	432	209	301	259	167	96	202	120	340	209
TUE					B	17.4	31	1539	1716	368	314	106	754	338	541	450	311	174	446	208	311	272	181	103	229	137	287	183
					C	17.4	31	1539	1716	368	314	106	754	338	541	450	311	174	446	208	311	272	181	103	229	137	287	183
WISEGUY SPECIAL(S)					A	15.8	27	1400	1592	289	223	63	596	195	392	383	371	256	690	245	421	420	352	207	111	36^	95	59
WED																												
9.00P 120																												
CONT'D																												

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET	NO. OF T/C	#STNS	CVG%	TYPE	AVG. AUD. %	SH %		AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME  DAYTIME #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
										WORKING WOMEN 18- 18+ 49	WOMEN 18- 18- 25- 35- 34 49 54 64 55+					MEN 18- 18- 25- 35- 34 49 54 64 55+					TEENS MALE FEM. TOT. 12- 12- 12- 17 17 14			CHILDREN TOT. MALE FEM. 2- 6- 6- 5 11 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				W O M E N						M E N						T E E N S								
									18- 25-		15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17									
																									(2+)	18+	49	54	TOTAL	34	49	49	54
LATE FRINGE CONT'D										A	6.9	21	613	1420	294	239	222	108	772	259	453	417	469	425	84	533	193	347	323	361	318	28^	40^
TONIGHT SHOW-CONT'D										A	5.7	22	505	1353	290	240	216	107	751	255	436	404	448	401	84	506	194	341	316	355	310	24^	38^



## 46 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									LOH		WORKING	W O M E N					M E N					T E E N S		C H I L D R E N					
									18-49	WOMEN	18-		18-		25-	35-	18-		18-	25-	35-	12-	12-	2-	2-	6-			
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD.	SH %	AVG. AUD. 0,000	W/CH	18-	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11	
MON-FRI EARLY MORNING CONT'D																													
GOOD MORNING, AMERICA-830(B) FRI 8.30A 30 ABC 109 68 N						A	2.9	15	257	88^	171^	146^	777	158^	347	351	386	392	317	59v	117^	149^	166^	143^	7v	20v	55v	20v	36v
MORNING PROGRAM MON-FRI 7.30A 90 CBS 14 198 97 N 14						A	2.0	11	179	96^	209	149^	768	195	328	355	319	380	338	111^	165^	157^	114^	167^	12v	11v	23v	28v	28v
						B	2.1	11	186	62^	190	125^	733	153	288	308	318	387	365	97^	155	152	142^	198	14v	7v	24v	25v	25v
						C	2.1	11	186	62^	190	125^	733	153	288	308	318	387	365	97^	155	152	142^	198	14v	7v	24v	25v	25v
						A	1.9	10	167	69^	260	199^	745	184^	334	376	317	338	331	98^	170^	166^	149^	153^	19v	19v	22v	28v	30v
						A	2.1	11	183	103^	214	157^	767	199	339	355	305	381	324	129^	181^	159^	91^	141^	12v	8v	28v	28v	29v
						A	2.1	11	190	113^	159^	96^	782	199	309	333	330	412	354	103^	145^	145^	104^	203	5v	6v	18v	28v	24v
NBC NEWS AT SUNRISE MON-FRI 6.00A 30 NBC 14 193 98 N 14						A	2.0	22	179	88^	353	308	647	196	435	462	360	159^	474	135^	267	274	244	153^	21v	36v	<<	12v	14v
						B	1.8	20	159	89^	344	287	637	180	410	441	351	178	501	130^	270	284	254	185	17v	40v	6v	7v	10v
						C	1.8	20	159	89^	344	287	637	180	410	441	351	178	501	130^	270	284	254	185	17v	40v	6v	7v	10v
TODAY SHOW-7.30AM MON-FRI 7.30A 30 NBC 14 204 99 N 14						A	4.2	22	374	95	292	200	775	187	398	443	441	302	402	115	216	209	174	165	13v	12v	9v	11v	5v
						B	4.1	22	365	77	269	188	737	176	370	404	395	303	418	104	211	211	198	184	14v	15v	11v	10v	9v
						C	4.1	22	365	77	269	188	737	176	370	404	395	303	418	104	211	211	198	184	14v	15v	11v	10v	9v
TODAY SHOW-8.30AM						A	4.1	21	360	118	206	152	789	187	394	414	403	352	399	94	209	197	177	178	4v	7v	16v	12v	16v

MON-FRI 8.30A 30 NBC	14	B	4.2	21	370	86	194	135	717	150	338	372	378	323	400	91	208	200	191	181	7v	12v	13v	16v	16v
203 99 N	14	C	4.2	21	370	86	194	135	717	150	338	372	378	323	400	91	208	200	191	181	7v	12v	13v	16v	16v





## 50 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N				
									18-49	WOMEN		15-	18-	18-	25-	25-	35-				MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.	
	#STNS	CVG%	TYPE						W/CH	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-
MONDAY-FRIDAY DAYTIME CONT'D																												
CONSTITUTION DAY(S)-CONT'D																												
THU	11.30A	30	NBC																									
	206	99	DN																									
DAYS OF OUR LIVES																												
MON-FRI	1.00P	60	NBC	14	A	6.1	22	537	97	177	147	147	860	289	496	371	430	397	305	254	88	23^	34^	44^	25^	46^	53^	18^
	205	99	DD	14	B	6.4	23	568	95	182	152	172	837	281	492	368	431	388	282	248	87	37^	77	74	29^	40^	47	22^
	1.00 - 1.30				A	5.9	21	519	95	182	152	172	837	281	492	368	431	388	282	248	87	37^	77	74	29^	40^	47	22^
	1.30 - 2.00				A	6.2	23	548	98	183	155	147	866	290	498	370	427	394	312	272	93	21^	26^	40^	29^	45^	55^	19^
					A				97	174	141	149	866	291	501	378	439	405	303	241	83	26^	41^	48^	23^	47^	51^	18^
GENERAL HOSPITAL																												
MW-F	3.00P	60	ABC	13	A	7.9	28	700	136	234	208	167	906	385	570	444	506	363	275	213	68	28^	65	54	41^	35^	56	20^
	214	99	DD	13	B	7.9	28	699	115	227	200	167	854	356	535	416	481	344	254	229	74	29^	78	59	40	47	47	40
	3.00 - 3.30				C	7.9	28	699	115	227	200	167	854	356	535	416	481	344	254	229	74	29^	78	59	40	47	47	40
	3.30 - 4.00				A	7.9	28	696	136	220	196	164	902	385	569	443	505	362	271	209	68	29^	64	49	39^	34^	57	16^
					A	8.0	27	709	136	246	217	168	905	382	567	443	503	361	278	216	68	27^	66	58	43^	36^	55	24^
GUIDING LIGHT																												
WED-FRI	3.00P	60	CBS	11	A	5.4	19	478	114	196	143	141	916	250	459	339	369	396	427	248	97	10v	22^	23^	34^	18v	31^	21^
	207	99	DD	11	B	5.1	18	453	104	163	108	150	880	255	433	323	358	353	412	240	116	10v	57^	45^	31^	28^	28^	32^
					C	5.1	18	453	104	163	108	150	880	255	433	323	358	353	412	240	116	10v	57^	45^	31^	28^	28^	32^
3.00 - 3.30																												
3.30 - 4.00																												
LOVING																												
MW-F	12.30P	30	ABC	13	A	4.3	17	383	138	266	245	165	886	415	596	447	498	344	239	238	75^	16v	22^	19v	55^	37^	61^	32^
	175	88	DD	13	B	4.3	17	379	144	254	227	169	867	389	597	457	502	362	225	225	75	17^	58^	35^	62^	52^	71	43^
					C	4.3	17	379	144	254	227	169	867	389	597	457	502	362	225	225	75	17^	58^	35^	62^	52^	71	43^
LOVING(B)																												
TUE	12.30P	30	ABC		A	3.5	14	310	174^	226	226	161^	888	478	673	531	563	273	182^	294	77^	5v	18v	23v	130^	44v	143^	31v
	159	73	DD																									
MR. BELVEDERE-M-F																												
MON-FRI	11.30A	30	ABC	9	A	2.7	12	236	140^	221	182	169	806	386	544	406	438	295	229	286	67^	30v	34v	38^	91^	50^	90^	51^
	136	70	CS	9	B	2.6	12	231	139	240	213	187	800	396	568	417	445	282	204	271	54^	35^	50^	47^	104^	48^	109^	43^
					C	2.6	12	231	139	240	213	187	800	396	568	417	445	282	204	271	54^	35^	50^	47^	104^	48^	109^	43^
NBC NEWS DIGEST-DAYTIME																												
MW-F	2.57P	1	NBC	10	A	4.1	15	363	83^	219	182	114	837	221	465	382	441	415	314	258	91^	29^	60^	49^	23v	24v	28^	19v
	189	95	N	10	B	3.3	15	295	86^	214	180	130	835	241	471	373	437	400	300	251	78^	31^	63^	49^	28^	26^	36^	18v
					C	3.3	15	295	86^	214	180	130	835	241	471	373	437	400	300	251	78^	31^	63^	49^	28^	26^	36^	18v
NEW CARD SHARKS																												
MW-F	10.30A	30	CBS	13	A	2.9	14	259	83^	145	92^	65^	725	215	327	270	326	335	342	483	267	13v	17v	8v	46^	51^	71^	26v
	154	71	QP	13	B	3.2	15	284	77^	141	103	75^	701	204	322	259	312	309	325	440	265	20v	24^	15v	55^	71^	63^	63^
					C	3.2	15	284	77^	141	103	75^	701	204	322	259	312	309	325	440	265	20v	24^	15v	55^	71^	63^	63^
NEW CARD SHARKS-TUE(B)																												
TUE	2.00P	30	CBS		A	4.4	18	390	118^	124^	116^	122^	897	298	513	391	431	322	344	287	151^	33v	16v	15v	78^	15v	73^	20v
	187	79	QP																									
NEWSBREAK-11.57																												
CONT'D					A	4.9	22	436	67^	140	99	58^	768	157	306	251	282	347	431	389	190	16v	6v	6v	39^	61^	59^	41^

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. AUD. SH. % AVG. AUD. SH. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N						
								18-49 W/CH	18- 49	18- 49	15- 24	TOTAL	18- 34	18- 49	18- 49	25- 34	25- 54	35- 64	35- 55+	TOTAL	55+	12- 17	12- 17	15- 17	2- 11	2- 11	2- 5	6- 11
MONDAY-FRIDAY DAYTIME CONT'D																												
SUPER PASSWORD					A	2.7	11	236	60^	105^	85^	77^	722	172	295	243	318	293	352	401	189	16v	27v	34v	29v	53^	56^	26v
MON-FRI 12.00N	30	NBC	15		B	3.3	13	288	79^	86^	71^	105	708	176	294	230	281	267	363	355	145	22v	70^	55^	40^	61^	67^	35^
150 69 QG	15				C	3.3	13	288	79^	86^	71^	105	708	176	294	230	281	267	363	355	145	22v	70^	55^	40^	61^	67^	35^
\$25,000 PYRAMID					A	2.7	13	236	103^	128^	88^	64^	805	216	360	301	388	390	358	424	242	11v	5v	5v	39v	43^	57^	25v
MON-WED 10.00A	30	CBS	12		B	3.1	15	275	79^	162	108	74^	747	203	333	268	355	354	327	410	239	18v	16v	12v	46^	49^	43^	52^
159 75 QP	12				C	3.1	15	275	79^	162	108	74^	747	203	333	268	355	354	327	410	239	18v	16v	12v	46^	49^	43^	52^
\$25,000 PYRAMID(B)					A	2.8	15	248	102^	156^	51v	40v	678	228^	281	241^	315	251^	323	382	183^	23v	<<	<<	44v	51v	95^	<<
FRI 10.00A	30	CBS																										
159 71 QP																												
US OPEN TENNIS-MON(S)					A	4.2	13	372	54^	104^	70^	55^	564	108^	191	141^	187	216	327	555	317	26v	6v	13v	41v	6v	22v	24v
MON 2.00P	302	CBS																										
203 98 SE																												
2.00 - 2.30					A	3.1	12	275	130^	75^	70^	104^	665	167^	335	244	265	239	308	360	245	55v	12v	15v	89^	14v	61^	41v
2.30 - 3.00					A	3.1	12	275	80^	40v	39v	63^	621	111^	235	172^	191^	193^	367	542	362	46v	<<	12v	80^	<<	39v	41v
3.00 - 3.30					A	3.6	13	319	75^	88^	62^	40v	572	97^	224	184^	216	239	316	544	351	19v	<<	2v	51v	6v	17v	39v
3.30 - 4.00					A	3.8	13	337	53^	91^	43v	49v	543	87^	192	145^	192	234	304	498	312	13v	2v	5v	49^	9v	20v	38v
4.00 - 4.30					A	4.0	14	354	60^	62^	28v	43v	579	100^	163^	121^	218	239	319	530	305	34v	2v	16v	59^	14v	144v	30v
4.30 - 5.00					A	4.2	13	372	66^	65^	37v	65^	508	109^	135^	82^	151^	169^	304	596	330	27v	11v	20v	51^	4v	112v	44v
5.00 - 5.30					A	4.4	13	390	34v	77^	41v	67^	514	91^	148^	97^	149^	176	313	607	342	22v	16v	22v	33v	<<	3v	30v
5.30 - 6.00					A	4.8	13	425	25v	114^	85^	60^	544	90^	168	121^	158	195	340	612	319	9v	14v	22v	7v	<<	7v	
6.00 - 6.30					A	5.3	13	470	23v	152	107^	43^	539	102^	161	118^	157	210	339	591	322	25v	<<	9v	13v	14v	25v	2v
6.30 - 7.00					A	5.7	13	505	43^	187	133	41^	578	127	202	161	205	258	332	563	277	26v	<<	11v	20v	<<	19v	<<
7.00 - 7.30					A	6.3	14	558	49^	208	141	14v	623	129	191	177	205	238	404	598	330	16v	<<	5v	32^	8v	32^	8v
WHEEL OF FORTUNE					A	4.8	22	422	74^	169	130	52^	848	168	343	299	358	376	447	370	155	5v	15v	12v	23^	37^	39^	21^
MON-FRI 11.00A	30	NBC	14		B	5.2	24	456	69	156	113	88	790	184	335	268	323	310	401	361	155	11v	34^	28^	30^	47^	49^	28^
202 96 QG	14				C	5.2	24	456	69	156	113	88	790	184	335	268	323	310	401	361	155	11v	34^	28^	30^	47^	49^	28^
WHO'S THE BOSS? M-F					A	3.3	16	294	141	288	252	159	813	388	581	447	484	322	194	246	71^	33^	40^	54^	98^	39^	100^	37^
MON-FRI 11.00A	30	ABC	14		B	3.8	17	339	125	237	208	171	735	339	542	428	469	313	151	244	60^	61^	91	102	102	65^	110	57^
156 84 CS	14				C	3.8	17	339	125	237	208	171	735	339	542	428	469	313	151	244	60^	61^	91	102	102	65^	110	57^
WIN, LOSE OR DRAW					A	3.8	17	332	100	153	131	76^	797	196	415	348	413	392	317	326	124	9v	12v	16v	45^	63^	79^	29^
M-WF 11.30A	30	NBC	8		B	3.8	17	339	111	164	139	95	808	218	418	336	403	359	323	313	111	15v	26^	22^	38^	63^	74^	28^
187 87 QG	8				C	3.8	17	339	111	164	139	95	808	218	418	336	403	359	323	313	111	15v	26^	22^	38^	63^	74^	28^
YOUNG AND THE RESTLESS					A	6.3	25	558	105	187	154	118	905	262	489	381	425	403	372	294	141	8v	13v	15^	30^	33^	40^	24^
TUE 12.31P	42	CBS	12		B	6.8	26	601	97	172	141	139	853	269	462	355	408	354	339	270	128	22^	49	46^	22^	43^	45^	20^
206 96 DD	12				C	6.8	26	601	97	172	141	139	853	269	462	355	408	354	339	270	128	22^	49	46^	22^	43^	45^	20^
12.31P 13																												
& 1.01P 29																												
CONT'D																												

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME  DAYTIME DAYTIME #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES  AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									LOH WORKING			W O M E N								M E N		T E E N S			C H I L D R E N							
									18-49 W/CH	WOMEN	18-49	15-24	TOTAL	18-34	35-49	50-64	65-79	80-94	95-109	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-19	MALE 2-6	FEM. 2-6	TOT. 2-6	TOT. 6-11				
MONDAY-FRIDAY DAYTIME CONT'D																																
YOUNG AND THE RESTLESS-CONT'D WED-FRI 12.30P 60 12.30 - 1.00 1.00 - 1.30									A	6.1	25	538	96	192	160	117	898	270	480	371	411	390	379	303	148	10v	12v	15^	32^	39^	44^	26^
									A	6.5	25	578	112	182	148	118	904	253	493	387	434	411	364	285	134	7v	14^	16^	29^	28^	36^	21^
YOUNG AND THE RESTLESS(B) TUE 12.44P 17 CBS 79 56 DD 12.30 - 1.00 1.00 - 1.30									A	4.3	18	381	132^	168	141^	85^	992	316	549	464	523	382	384	245	159^	<<	<<	<<	55^	64^	76^	43v
									A	4.3	18	381	133^	171	143^	85^	993	318	552	467	525	382	383	244	158^	<<	<<	<<	55^	64^	76^	43v
									A	4.3	17	381	109^	127^	100^	75^	976	272	489	414	486	393	416	257	166^	<<	<<	<<	54^	57^	68^	42v
YOUNG AND THE RESTLESS(B) MON 12.30P 60 CBS 185 84 DD 12.30 - 1.00 1.00 - 1.30									A	6.2	24	549	126	141	117	116	867	289	451	344	390	320	371	279	159	10v	10v	20v	34^	26v	27v	33^
									A	6.0	24	532	117^	142	121	113^	852	286	443	339	379	313	370	297	162	11v	10v	21v	37^	28v	28v	38^
									A	6.3	24	558	137	142	115	121	895	296	465	354	406	333	378	265	160	9v	10v	19v	32^	24v	27v	29v



## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

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									(2+)	15-24		TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.							
#STNS	CVG%													12-17	12-17	12-17	12-17	15-17		2-11	2-11	2-11	2-11	5	6-11	6-11	6-11	6-11	9-11						
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SEP. 14-20, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEENS			CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

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											AVG.		AVG.		TOT. WORK. PERS ING WOM.	W O M E N				M E N										T E E N S						
											AVG. AUD. %	SH %	AVG. AUD. 0,000			18-	25-		18-	18-	18-	21+	49	54	64	55+	T O T .									
DAY	TIME	DUR	NET	NO.	OF	TYPE	T/C																				12-	12-	2-							
#STNS	CVG%													(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11			
WEEKEND DAYTIME SPORTS CONT'D																																				
CBS COLLEGE FOOTBALL GAME-CONT'D																																				
	5.00 - 5.30									A	5.2	15	461	1451	122^	462	236	446	248	821	46^	280	461	801	440	502	415	476	365	299	131^	76^	37^			
	5.30 - 6.00									A	5.4	15	478	1403	136	460	237	434	247	826	40^	239	442	803	419	493	403	477	376	310	92^	50^	25^			
	6.00 - 6.30									A	4.8	13	425	1352	142^	521	215	494	222	701	40^	183	353	688	340	391	313	364	318	297	118^	30^	12^			
CBS NFL TODAY																																				
SUN	12.30P	30	CBS	2						A	6.3	21	558	1381	225	487	294	484	272	727	90^	298	479	712	464	507	389	432	325	205	44^	17^	124			
	206	99	SC	2						B	6.3	20	554	1365	191	444	262	435	256	751	99	296	484	715	448	504	385	442	347	210	57^	43^	113			
										C	6.3	20	554	1365	191	444	262	435	256	751	99	296	484	715	448	504	385	442	347	210	57^	43^	113			
CBS NFL FOOTBALL GAME 1																																				
SUN	1.00P	187	CBS	2						A	14.7	38	1302	1622	238	511	329	497	293	899	126	336	569	864	534	606	443	515	440	258	93	60	119			
	206	99	SE	2						B	14.1	36	1248	1580	221	494	292	480	274	882	113	309	555	845	517	589	441	513	446	256	86	61	118			
										C	14.1	36	1248	1580	221	494	292	480	274	882	113	309	555	845	517	589	441	513	446	256	86	61	118			
VARIOUS TEAMS AND TIMES																																				
	1.00 - 1.30									A	12.2	36	1081	1576	198	486	316	473	291	866	90	320	555	843	532	598	465	531	414	245	83	49^	140			
	1.30 - 2.00									A	14.5	40	1285	1610	214	480	316	470	287	901	132	347	586	864	550	618	454	522	434	246	93	59	136			
	2.00 - 2.30									A	14.9	39	1320	1598	241	499	324	490	289	881	135	337	565	850	533	606	430	503	435	243	87	60	131			
	2.30 - 3.00									A	14.2	36	1258	1673	268	535	353	524	303	920	139	366	588	882	551	619	450	518	427	263	101	74	118			
	3.00 - 3.30									A	15.5	39	1373	1640	260	516	338	503	298	916	138	342	564	880	528	606	427	505	447	274	97	62	111			
CBS NFL FOOTBALL GAME 2																																				
SUN	4.25P	176	CBS	1						A	13.5	30	1196	1609	242	539	282	527	298	878	66	269	523	860	505	583	457	535	464	277	91	60	100			
	202	81	SE	1						B	13.5	30	1196	1609	242	539	282	527	298	878	66	269	523	860	505	583	457	535	464	277	91	60	100			
										C	13.5	30	1196	1609	242	539	282	527	298	978	66	269	523	860	505	583	457	535	464	277	91	60	100			
VARIOUS TEAMS AND TIMES																																				
	4.00 - 4.30									A	10.6	25	939	1456	174	455	230	434	231	830	82	289	502	793	465	531	419	485	396	263	72	49^	99			
	4.30 - 5.00									A	11.4	27	1010	1561	212	483	252	467	264	890	68	272	517	858	485	552	449	517	449	305	78	50^	110			
	5.00 - 5.30									A	13.0	32	1152	1626	229	506	268	494	288	919	74	274	562	895	537	611	488	561	490	284	93	51^	109			
	5.30 - 6.00									A	12.7	30	1125	1599	244	527	277	516	298	902	84	272	564	880	542	623	480	561	500	257	86	58	84			
	6.00 - 6.30									A	13.2	32	1170	1644	257	555	302	544	319	903	63	289	544	889	529	620	481	571	485	269	94	69	92			
	6.30 - 7.00									A	14.6	30	1294	1623	265	564	301	553	314	843	52	257	491	835	483	557	439	513	444	278	111	72	104			
	7.00 - 7.30									A	18.6	36	1648	1589	248	601	292	592	301	804	52	245	455	797	448	521	403	477	410	276	84	57	99			
NBC MAJOR LEAGUE PRE GAME																																				
SAT	1.30P	18	NBC	3						A	3.2	11	284	1375	160^	464	279	396	164^	679	150^	307	454	619	394	411	304	321	236	207^	78^	40^	154^			
	184	96	SC	3						B	4.1	14	359	1397	129	448	252	407	196	601	137	289	399	526	324	345	262	283	198	181	95^	46^	253			
										C	4.1	14	359	1397	129	448	252	407	196	601	137	289	399	526	324	345	262	283	198	181	95^	46^	253			
NBC MAJOR LEAGUE BASEBALL																																				
SAT	1.48P	174	NBC	3						A	4.9	15	434	1317	120^	501	228	443	169	678	53^	222	326	661	310	363	274	326	255	299	50^	25^	88^			
	188	98	SE	3						B	5.5	17	485	1340	130	496	224	467	191	668	79	213	326	632	290	339	248	296	246	293	55^	30^	121			
										C	5.5	17	485	1340	130	496	224	467	191	668	79	213	326	632	290	339	248	296	246	293	55^	30^	121			
VARIOUS TEAMS AND TIMES																																				
	1.30 - 2.00									A	3.3	11	292	1487	184^	537	326	457	202^	743	104^	343	436	692	386	426	333	373	231	266	74^	31^	133^			
CONT'D																																				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													TOT. WORK. PERS ING		W O M E N				M E N										T E E N S		CHD TOT.		
											DAY	TIME	DUR	NET	NO. OF	AVG. AUD.	SH %	AVG. AUD. 0,000	WOM. 18+	18-	25-	TOTAL	49	21+	54	TOTAL	24	34	49	21+		49	54
WEEKEND DAYTIME SPORTS CONT'D																																	
NBC MAJOR LEAGUE BASEBALL-CONT'D																																	
2.00 - 2.30										A	4.1	14	363	1329	99^	448	230	392	155^	724	86^	257	379	684	339	408	293	362	288	276	47^	21^	109^
2.30 - 3.00										A	4.9	16	434	1264	127^	450	204	408	152	667	71^	218	349	636	317	388	278	349	289	249	55^	27^	92^
3.00 - 3.30										A	5.2	16	461	1248	124^	483	209	423	158	676	51^	223	342	664	331	387	291	348	276	277	56^	16^	32^
3.30 - 4.00										A	5.2	16	461	1290	108^	533	232	470	163	645	30^	204	283	645	283	312	254	282	210	334	50^	26^	62^
4.00 - 4.30										A	5.3	16	470	1311	117^	534	233	459	164	663	29^	179	273	660	269	315	244	289	229	345	29^	28^	86^
4.30 - 5.00										A	5.4	16	478	1390	131^	526	221	477	202	678	53^	197	286	667	274	343	233	302	267	324	66^	53^	121^
NFL LIVE										A	4.2	14	372	1389	208	438	266	428	238	707	100^	313	486	655	434	499	386	451	320	156^	93^	53^	150^
SUN 12.30P 30 NBC 2										B	4.4	14	390	1415	206	433	259	425	235	764	142	371	555	704	495	543	413	461	311	161	83^	62^	134
206 99 SC 2										C	4.4	14	390	1415	206	433	259	425	235	764	142	371	555	704	495	543	413	461	311	161	83^	62^	134
NFL SINGLE										A	10.8	27	957	1670	283	554	353	544	311	937	183	403	607	871	541	609	424	492	381	262	84	52^	95
SUN 1.00P 207 NBC 1										B	10.8	27	957	1670	283	554	353	544	311	937	183	403	607	871	541	609	424	492	381	262	84	52^	95
206 99 SE 1										C	10.8	27	957	1670	283	554	353	544	311	937	183	403	607	871	541	609	424	492	381	262	84	52^	95
VARIOUS TEAMS AND TIMES										A	8.3	23	735	1518	249	479	322	474	249	849	154	385	573	804	528	589	419	479	350	216	81^	45^	109
1.00 - 1.30										A	10.2	28	904	1645	259	515	343	505	289	930	173	400	600	870	539	616	427	504	391	254	85	48^	114
1.30 - 2.00																																	
2.00 - 2.30										A	11.2	29	992	1630	273	522	328	516	276	926	161	375	590	872	536	608	429	500	405	265	78	50^	105
2.30 - 3.00										A	10.7	27	948	1699	288	571	352	566	319	954	192	412	609	884	539	608	417	486	385	276	76	53^	98
3.00 - 3.30										A	11.6	29	1028	1725	305	597	379	581	342	960	204	430	628	885	553	622	425	494	370	263	77	44^	91
3.30 - 4.00										A	11.7	28	1037	1710	305	585	373	571	344	966	196	432	628	892	554	621	432	499	357	271	74	49^	85
4.00 - 4.30										A	10.9	26	966	1785	322	630	394	622	375	957	185	391	617	890	549	612	432	495	389	277	113	68	85
NFL POST 1										A	4.7	11	416	1691	297	655	416	641	394	840	136^	253	504	776	440	516	368	444	447	261	112^	97^	83^
SUN 4.28P 15 NBC 1										B	4.7	11	416	1691	297	655	416	641	394	840	136^	253	504	776	440	516	368	444	447	261	112^	97^	83^
149 75 SC 1										C	4.7	11	416	1691	297	655	416	641	394	840	136^	253	504	776	440	516	368	444	447	261	112^	97^	83^
VARIOUS TEAMS AND TIMES										A	5.5	13	487	1731	309	664	388	645	412	868	141	282	516	804	451	543	375	467	443	261	117^	105^	82^
4.00 - 4.30										A	4.5	11	399	1715	300	666	429	651	398	851	137^	252	511	786	446	520	374	448	455	265	114^	97^	85^
4.30 - 5.00																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12- 17			
DAY	TIME	DUR #STNS	NET CVG%	TYPE		NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM.		W O M E N										M E N										
										(2+)	18+	TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	49	54	64	55+				
WEEKEND DAYTIME OTHER																																
ALF SPECIAL(S,R)						A	7.0	24	620	1593	165	380	194	295	326	176	199	159	61^	242	164	196	224	178	120	128	67^	39^	307			
SAT	11.00A	30		NBC																												
	201	97		CS																												
BUSINESS WORLD						A	1.1	3	97	1130	280^	554^	113^	307^	548^	250^	302^	281^	195^	535^	168^	344^	534^	342^	279^	279^	261^	191^	<<			
SUN	12.30P	30		ABC	3	B	1.3	4	112	1231	237^	617	114^	307^	592	250^	285^	331	275^	498	125^	281^	498	281^	238^	291^	273^	164^	<<			
	126	77		N	3	C	1.3	4	112	1231	237^	617	114^	307^	592	250^	285^	331	275^	498	125^	281^	498	281^	238^	291^	273^	164^	<<			
FACE THE NATION						A	2.2	7	195	1349	245^	637	137^	232^	637	225^	326^	302^	305^	552	176^	290^	551	290^	246^	298^	269^	208^	88^			
SUN	10.30A	30		CBS	3	B	2.3	8	207	1244	231	631	106^	237	631	235	328	301	300	517	104^	218	516	217	192	243	263	248	46^			
	131	82		CC	3	C	2.3	8	207	1244	231	631	106^	237	631	235	328	301	300	517	104^	218	516	217	192	243	263	248	46^			
HEALTH SHOW						A	2.2	7	195	1421	191^	575	156^	229^	556	207^	210^	257^	344	362	71^	186^	362	186^	186^	246^	189^	116^	114^			
SAT	12.30P	30		ABC	3	B	2.5	8	219	1441	214	551	201	277	529	208	250	237	232	385	180	257	359	231	193	219	124^	102^	161^			
	154	77		N	3	C	2.5	8	219	1441	214	551	201	277	529	208	250	237	232	385	180	257	359	231	193	219	124^	102^	161^			
MEET THE PRESS						A	1.5	6	133	1345	115^	705	174^	222^	703	182^	249^	284^	415^	529	208^	298^	491	260^	209^	256^	232^	184^	44^			
SUN	9.30A	30		NBC	1	B	1.5	6	133	1345	115^	705	174^	222^	703	182^	249^	284^	415^	529	208^	298^	491	260^	209^	256^	232^	184^	44^			
	142	91		CC	1	C	1.5	6	133	1345	115^	705	174^	222^	703	182^	249^	284^	415^	529	208^	298^	491	260^	209^	256^	232^	184^	44^			
SUNDAY MORNING						A	3.7	16	328	1232	225	662	86^	184^	661	160^	238	289	400	502	73^	190^	501	189^	156^	203	286	265	22^			
SUN	9.00A	90		CBS	3	B	4.1	18	363	1266	245	709	108	246	706	219	288	317	394	477	69^	187	476	186	162	219	269	233	25^			
	177	96		N	3	C	4.1	18	363	1266	245	709	108	246	706	219	288	317	394	477	69^	187	476	186	162	219	269	233	25^			
	9.00 - 9.30					A	3.3	16	292	1241	237	679	99^	199^	679	184^	281	309	383	494	85^	186^	493	186^	146^	184^	264	269	27^			
	9.30 - 10.00					A	4.0	17	354	1211	234	641	73^	173^	640	144^	222	283	390	507	83^	204	507	204	168^	215	294	255	26^			
	10.00 - 10.30					A	3.8	14	337	1248	205	670	88^	182^	669	155^	218	276	425	504	52^	179^	500	175^	152^	206	295	271	14^			
SUNDAY TODAY						A	1.5	8	133	1398	176^	650	152^	287^	647	233^	284^	283^	312^	550	202^	316^	549	315^	285^	356^	246^	163^	61^			
SUN	8.00A	90		NBC	1	B	1.5	8	133	1398	176^	650	152^	287^	647	233^	284^	283^	312^	550	202^	316^	549	315^	285^	356^	246^	163^	61^			
	121	88		N	1	C	1.5	8	133	1398	176^	650	152^	287^	647	233^	284^	283^	312^	550	202^	316^	549	315^	285^	356^	246^	163^	61^			
	8.00 - 8.30					A	1.0	7	89	1424	199^	698^	207^	336^	698^	279^	329^	280^	313^	501^	168^	260^	501^	260^	249^	278^	238^	212^	<<			
	8.30 - 9.00					A	1.7	9	151	1386	193^	613	130^	261^	613	221^	272^	263^	302^	609	181^	345^	607	342^	288^	370^	306^	183^	45^			
	9.00 - 9.30					A	1.9	9	168	1321	138^	623	135^	269^	616	208^	257^	287^	305^	493	228^	303^	493	303^	287^	367^	183^	111^	98^			
THIS WEEK-DAVID BRINKLEY						A	2.5	8	222	1174	202^	647	101^	134^	647	111^	163^	193^	461	480	148^	234^	475	229^	172^	222^	184^	196^	11^			
SUN	11.30A	60		ABC	3	B	3.1	11	275	1289	182	658	107^	190	656	152	206	254	414	525	116^	242	514	230	197	255	241	226	24^			
	201	99		N	3	C	3.1	11	275	1289	182	658	107^	190	656	152	206	254	414	525	116^	242	514	230	197	255	241	226	24^			
	11.30 - 12.00					A	2.5	8	222	1118	215^	629	90^	156^	629	134^	188^	236^	419	433	147^	228^	429	224^	169^	219^	155^	155^	<<			
	12.00 - 12.30					A	2.6	9	230	1182	181^	639	108^	108^	639	85^	133^	145^	483	507	142^	230^	502	224^	169^	217^	206^	229^	21^			

A-2 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEP. 14, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.4	52.5	54.2	56.5	58.3	60.8	62.1	64.3	66.1	66.6	64.8	63.7	62.5	61.8	59.7	56.4

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

HEAD OF THE  
CLASS  
SPECIAL  
(PAE)

NFL MON  
NIGHT  
FOOTBALL  
PRE  
(PAE)

NFL MONDAY NIGHT FOOTBALL  
NY GIANTS VS CHICAGO  
(9:00-12:20)(PAE)

6,290  
7.1  
12  
6.9

8,420  
9.5  
16  
7.3

20,290  
22.9  
40  
20.1

21.4 \*  
33  
22.6

24.4 \*  
38  
24.3

26.6 \*  
42  
26.3

26.8 \*  
42  
26.8

25.4  
23.2

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

CBS EVENING  
NEWS-RATHER(B)  
(7:03-7:30)(PAE)

FRANK'S  
PLACE  
SPECIAL

KATE & ALLIE  
(PAE)

NEWHART

DESIGNING  
WOMEN  
(PAE)

CAGNEY & LACEY  
(R)

3,900  
4.4  
9  
4.3

4.4

13,470  
15.2  
26  
14.6

15.7

13,820  
15.6  
25  
15.4

15.9

14,350  
16.2  
24  
15.9

16.5

13,820  
15.6  
24  
15.6

15.6

9,570  
10.8  
18  
11.2

11.1 \*  
18 \*  
11.0

10.6 \*  
19 \*  
10.2

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

ALF  
(R)

VALERIE  
(R)

NBC MONDAY NIGHT MOVIES  
IRRECONCILABLE DIFFERENCES

13,020  
14.7  
25  
14.1

15.3

12,580  
14.2  
22  
13.7

14.7

11,610  
13.1  
21  
13.0

13.5 \*  
20 \*  
13.3

12.5 \*  
19 \*  
12.8

12.5 \*  
19 \*  
12.5

13.1 \*  
21 \*  
13.0

13.2 \*  
23 \*  
13.3

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.1  
23

12.3  
22

11.5  
19

12.5  
20

11.2  
17

10.9  
17

9.2  
15

7.7  
13

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0  
6

2.5  
5

3.0  
5

3.0  
5

2.5  
4

2.6  
4

1.9  
3

1.6  
3

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3  
3

1.8  
3

1.8  
3

2.2  
3

1.4  
2

1.2  
2

1.6  
3

1.5  
3

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.6  
9

4.7  
8

5.5  
9

5.8  
9

4.5  
7

4.6  
7

4.8  
8

4.5  
8

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8  
3

1.7  
3

2.6  
4

3.1  
5

3.0  
5

2.9  
5

3.7  
6

3.7  
6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEP.15, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.3	52.8	54.7	56.2	57.5	59.9	62.1	63.2	62.8	62.7	62.8	62.6	60.0	58.8	56.6	54.0

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? (R)	GROWING PAINS (R)	MOONLIGHTING (R)(PAE)	BARBARA WALTERS SPECIAL (PAE)
15,590	17,810	15,770	13,290
17.6	20.1	17.8	15.0
30	32	28	26
16.7	18.5	17.5	15.9

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HOUSTON KNIGHTS (PAE)	CBS TUESDAY MOVIE A SOLDIER'S STORY (PAE)
9,570	9,390
10.8	10.6
18	18
10.5	10.8

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

MATLOCK (R)	MOVIE OF THE WEEK-TUESDAY KILLER IN THE MIRROR (R)
9,210	8,950
10.4	10.1
17	17
9.8	9.7

**INDEPENDENTS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.6	12.0	11.9	12.6	13.4	13.0	11.3	9.9
24	22	20	20	21	21	19	18

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0	2.8	3.4	3.5	4.3	4.4	3.9	3.4
6	5	6	6	7	7	7	6

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.6	2.3	1.9	2.0	2.6	2.6	2.0	2.0
3	4	3	3	4	4	3	4

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.9	5.3	5.6	6.1	6.9	7.1	7.0	5.7
9	10	10	10	11	11	12	10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.8	2.9	3.3	3.5	3.5	3.5	3.3	3.3
5	5	6	6	6	6	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-6 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEP.16, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.1	53.6	53.5	55.2	56.6	58.3	59.3	60.7	61.2	61.0	60.8	59.7	59.1	58.1	56.6	54.0

## ABC TV

AVERAGE AUDIENCE  
(Hhids (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

BLESSINGS OF LIBERTY																
7,270																
8.2	8.2 *					7.7 *			8.4 *			8.4 *		8.3 *		8.0 *
14	14 *					13 *			14 *			14 *		14 *		15 *
8.5	7.9	7.8			7.5	8.4	8.3	8.4	8.4	8.6	8.1	8.0	8.1			

## CBS TV

AVERAGE AUDIENCE  
(Hhids (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

OLDEST ROOKIE (PAE)																
12,490									14,000							
14.1	13.2 *					15.1 *	15.8	15.7 *			16.1 *		15.8 *		15.5 *	
24	23 *					25 *	27	26 *			27 *		27 *		28 *	
12.2	14.1	14.9			15.2	15.6	15.8	16.1	16.1	15.9	15.7	15.8	15.3			

## NBC TV

AVERAGE AUDIENCE  
(Hhids (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HIGHWAY TO HEAVEN																
14,880									13,560							
16.8	15.8 *					17.9 *	15.3	15.5 *			15.1 *	15,060	17.1 *		16.9 *	
29	28 *					30 *	25	25 *			25	30	29		31	
15.3	16.3	17.4			16.4	15.6	15.4	15.1	15.0	14.8	15.3	17.0	17.0	16.9		

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.4		12.5		12.4		12.4		12.2		11.9		10.0		9.0		
23		23		22		21		20		20		17		16		

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0		2.7		3.0		3.1		3.4		3.5		3.3		2.9		
6		5		5		5		6		6		6		5		

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8		2.1		2.5		2.4		1.9		1.7		1.7		1.3		
3		4		4		4		3		3		3		2		

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.7		5.1		5.7		5.7		6.7		7.3		6.4		5.5		
11		9		10		10		11		12		11		10		

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3		2.4		3.8		4.1		4.7		4.0		4.1		3.3		
4		4		7		7		8		7		7		6		

U.S. TV HOUSEHOLDS: 88,800,000

For explanation of symbols, See page B.

EVE. THU. SEP. 17, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	50.7	51.8	53.5	56.2	56.4	58.1	59.0	59.5	59.8	59.8	59.5	59.3	56.4	55.4	53.2	51.0		
<b>ABC TV</b>					SLEDGE HAMMER		CHARMING											
AVERAGE AUDIENCE (Hhds (000) & %)					7,180		8,590		11,780									
SHARE AUDIENCE %					8.1		9.7		13.3		11.8 *		13.1 *		14.5 *		13.9 *	
AVG. AUD. BY 1/4 HR					14		16		23		20 *		22 *		26 *		27 *	
					8.3	7.8	9.1	10.2	11.7	11.9	12.9	13.4	14.5	14.5	14.5	13.3		
<b>CBS TV</b>																		
AVERAGE AUDIENCE (Hhds (000) & %)					5,670				6,730									
SHARE AUDIENCE %					6.4	5.7 *		7.1 *	7.6	7.2 *		7.8 *		7.7 *		7.5 *		
AVG. AUD. BY 1/4 HR					11	10 *		12 *	13	12 *		13 *		14 *		14 *		
					5.9	5.5	7.0	7.1	7.0	7.3	7.6	7.9	8.0	7.4	7.2	7.7		
<b>NBC TV</b>																		
AVERAGE AUDIENCE (Hhds (000) & %)					23,040		17,990				16,390		13,730					
SHARE AUDIENCE %					26.0		20.3	21.2 *	19.4 *	18.5		15.5 *		15.5 *		15.5 *		
AVG. AUD. BY 1/4 HR					25	24.4	22.0	20.3	19.0	18.5	18.7	17.2	15.8	15.9	15.8	15.6		
<b>INDEPENDENTS</b>																		
AVERAGE AUDIENCE	12.3		12.7		9.8		12.7		11.6		11.3		9.7		8.9			
SHARE AUDIENCE %	24		23		17		21		19		19		17		17			
<b>SUPERSTATIONS</b>																		
AVERAGE AUDIENCE	3.2		3.0		2.4		3.6		3.5		3.3		2.9		2.9			
SHARE AUDIENCE %	6		5		4		6		6		6		5		6			
<b>PBS</b>																		
AVERAGE AUDIENCE	1.7		2.3		2.9		2.9		2.5		2.6		1.8		1.3			
SHARE AUDIENCE %	3		4		5		5		4		4		3		2			
<b>CABLE ORIG.</b>																		
AVERAGE AUDIENCE	4.3		4.8		4.6		5.7		6.8		6.4		7.1		6.2			
SHARE AUDIENCE %	8		9		8		10		11		11		13		12			
<b>PAY SERVICES</b>																		
AVERAGE AUDIENCE	2.2		2.2		2.4		3.2		4.1		4.3		4.4		2.9			
SHARE AUDIENCE %	4		4		4		5		7		7		8		6			

U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page 8.



EVE.FRI. SEP.18, 1987

AVERAGE AUDIENCE ESTIMATES																	EVE. FRI. SEP. 18, 1987	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	47.8	48.8	50.1	51.9	51.2	52.5	53.8	55.2	55.0	54.4	54.4	53.9	52.9	52.2	51.0	49.9		

**ABC TV**

	AVERAGE AUDIENCE (Hhlds (000) & %)	SHARE AUDIENCE	Avg. Aud. by 1/4 hr.
1	187 / 0.6%	1.9%	187
2	187 / 0.6%	1.9%	187
3	187 / 0.6%	1.9%	187
4	187 / 0.6%	1.9%	187
5	187 / 0.6%	1.9%	187
6	187 / 0.6%	1.9%	187
7	187 / 0.6%	1.9%	187
8	187 / 0.6%	1.9%	187
9	187 / 0.6%	1.9%	187
10	187 / 0.6%	1.9%	187
11	187 / 0.6%	1.9%	187
12	187 / 0.6%	1.9%	187
13	187 / 0.6%	1.9%	187
14	187 / 0.6%	1.9%	187
15	187 / 0.6%	1.9%	187
16	187 / 0.6%	1.9%	187
17	187 / 0.6%	1.9%	187
18	187 / 0.6%	1.9%	187
19	187 / 0.6%	1.9%	187
20	187 / 0.6%	1.9%	187
21	187 / 0.6%	1.9%	187
22	187 / 0.6%	1.9%	187
23	187 / 0.6%	1.9%	187
24	187 / 0.6%	1.9%	187
25	187 / 0.6%	1.9%	187
26	187 / 0.6%	1.9%	187
27	187 / 0.6%	1.9%	187
28	187 / 0.6%	1.9%	187
29	187 / 0.6%	1.9%	187
30	187 / 0.6%	1.9%	187
31	187 / 0.6%	1.9%	187
32	187 / 0.6%	1.9%	187
33	187 / 0.6%	1.9%	187
34	187 / 0.6%	1.9%	187
35	187 / 0.6%	1.9%	187
36	187 / 0.6%	1.9%	187
37	187 / 0.6%	1.9%	187
38	187 / 0.6%	1.9%	187
39	187 / 0.6%	1.9%	187
40	187 / 0.6%	1.9%	187
41	187 / 0.6%	1.9%	187
42	187 / 0.6%	1.9%	187
43	187 / 0.6%	1.9%	187
44	187 / 0.6%	1.9%	187
45	187 / 0.6%	1.9%	187
46	187 / 0.6%	1.9%	187
47	187 / 0.6%	1.9%	187
48	187 / 0.6%	1.9%	187
49	187 / 0.6%	1.9%	187
50	187 / 0.6%	1.9%	187
51	187 / 0.6%	1.9%	187
52	187 / 0.6%	1.9%	187
53	187 / 0.6%	1.9%	187
54	187 / 0.6%	1.9%	187
55	187 / 0.6%	1.9%	187
56	187 / 0.6%	1.9%	187
57	187 / 0.6%	1.9%	187
58	187 / 0.6%	1.9%	187
59	187 / 0.6%	1.9%	187
60	187 / 0.6%	1.9%	187
61	187 / 0.6%	1.9%	187
62	187 / 0.6%	1.9%	187
63	187 / 0.6%	1.9%	187
64	187 / 0.6%	1.9%	187
65	187 / 0.6%	1.9%	187
66	187 / 0.6%	1.9%	187
67	187 / 0.6%	1.9%	187
68	187 / 0.6%	1.9%	187
69	187 / 0.6%	1.9%	187
70	187 / 0.6%	1.9%	187
71	187 / 0.6%	1.9%	187
72	187 / 0.6%	1.9%	187
73	187 / 0.6%	1.9%	187
74	187 / 0.6%	1.9%	187
75	187 / 0.6%	1.9%	187
76	187 / 0.6%	1.9%	187
77	187 / 0.6%	1.9%	187
78	187 / 0.6%	1.9%	187
79	187 / 0.6%	1.9%	187
80	187 / 0.6%	1.9%	187
81	187 / 0.6%	1.9%	187
82	187 / 0.6%	1.9%	187
83	187 / 0.6%	1.9%	187
84	187 / 0.6%	1.9%	187
85	187 / 0.6%	1.9%	187
86	187 / 0.6%	1.9%	187
87	187 / 0.6%	1.9%	187
88	187 / 0.6%	1.9%	187
89	187 / 0.6%	1.9%	187
90	187 / 0.6%	1.9%	187
91	187 / 0.6%	1.9%	187
92	187 / 0.6%	1.9%	187
93	187 / 0.6%	1.9%	187
94	187 / 0.6%	1.9%	187
95	187 / 0.6%	1.9%	187
96	187 / 0.6%	1.9%	187

[illegible]

**CBS TV**

AVERAGE AUDIENCE (Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

← SUMMER PLAYHOUSE KINGPINS/SONS OF GUNZ (PAE)		SPECIAL MOVIE PRESENT-FRI NATIONAL LAMPOON'S VACATION (R)(PAE)	
4,520		10,100	
5.1	5.3 *	* 11.4	
10	10 *	22	
5.6	5.0 * 4.8	9.4	10.1 *
		5.0	*
		9.4	11.5
		12.4	12.2
		12.1	23 *
		11.8	11.5
			23

**NBC TV**

	AVERAGE AUDIENCE	(Hhlds (000) & %)
SHARE AUDIENCE	{	%
AVG. AUD. BY 1/4 HR.	{	%

RAGS TO RICHES					PRIVATE EYE				
10,190									
11.5	10.0 *	10.5 *	13.2 *	12.5 *	10,370	11.8 *		11.6	
21	19 *	19 *	24 *	23 *		23 *		23	
9.1	10.0	10.1	12.8	12.6		11.7			

## INDEPENDENTS

[illegible]

12.6 26	11.5 23	11.6 22	12.9 24	13.8 25	13.4 25	9.1 17	8.1 16
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## SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

3.4 7	2.6 5	2.7 5	3.1 6	3.5 6	3.4 6	2.8 5	2.5 5
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**PBS**

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

1.8 4	2.4 5	2.7 5	2.8 5	2.9 5	2.4 4	0.9 2	0.9 2
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**CABLE ORIG.**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <b>THE MENTALIST</b>	1.1	1.1
2. <b>THE MENTALIST</b>	1.1	1.1
3. <b>THE MENTALIST</b>	1.1	1.1
4. <b>THE MENTALIST</b>	1.1	1.1
5. <b>THE MENTALIST</b>	1.1	1.1
6. <b>THE MENTALIST</b>	1.1	1.1
7. <b>THE MENTALIST</b>	1.1	1.1
8. <b>THE MENTALIST</b>	1.1	1.1
9. <b>THE MENTALIST</b>	1.1	1.1
10. <b>THE MENTALIST</b>	1.1	1.1
11. <b>THE MENTALIST</b>	1.1	1.1
12. <b>THE MENTALIST</b>	1.1	1.1
13. <b>THE MENTALIST</b>	1.1	1.1
14. <b>THE MENTALIST</b>	1.1	1.1
15. <b>THE MENTALIST</b>	1.1	1.1
16. <b>THE MENTALIST</b>	1.1	1.1
17. <b>THE MENTALIST</b>	1.1	1.1
18. <b>THE MENTALIST</b>	1.1	1.1
19. <b>THE MENTALIST</b>	1.1	1.1
20. <b>THE MENTALIST</b>	1.1	1.1
21. <b>THE MENTALIST</b>	1.1	1.1
22. <b>THE MENTALIST</b>	1.1	1.1
23. <b>THE MENTALIST</b>	1.1	1.1
24. <b>THE MENTALIST</b>	1.1	1.1
25. <b>THE MENTALIST</b>	1.1	1.1
26. <b>THE MENTALIST</b>	1.1	1.1
27. <b>THE MENTALIST</b>	1.1	1.1
28. <b>THE MENTALIST</b>	1.1	1.1
29. <b>THE MENTALIST</b>	1.1	1.1
30. <b>THE MENTALIST</b>	1.1	1.1
31. <b>THE MENTALIST</b>	1.1	1.1
32. <b>THE MENTALIST</b>	1.1	1.1
33. <b>THE MENTALIST</b>	1.1	1.1
34. <b>THE MENTALIST</b>	1.1	1.1
35. <b>THE MENTALIST</b>	1.1	1.1
36. <b>THE MENTALIST</b>	1.1	1.1
37. <b>THE MENTALIST</b>	1.1	1.1
38. <b>THE MENTALIST</b>	1.1	1.1
39. <b>THE MENTALIST</b>	1.1	1.1
40. <b>THE MENTALIST</b>	1.1	1.1
41. <b>THE MENTALIST</b>	1.1	1.1
42. <b>THE MENTALIST</b>	1.1	1.1
43. <b>THE MENTALIST</b>	1.1	1.1
44. <b>THE MENTALIST</b>	1.1	1.1
45. <b>THE MENTALIST</b>	1.1	1.1
46. <b>THE MENTALIST</b>	1.1	1.1
47. <b>THE MENTALIST</b>	1.1	1.1
48. <b>THE MENTALIST</b>	1.1	1.1
49. <b>THE MENTALIST</b>	1.1	1.1
50. <b>THE MENTALIST</b>	1.1	1.1
51. <b>THE MENTALIST</b>	1.1	1.1
52. <b>THE MENTALIST</b>	1.1	1.1
53. <b>THE MENTALIST</b>	1.1	1.1
54. <b>THE MENTALIST</b>	1.1	1.1
55. <b>THE MENTALIST</b>	1.1	1.1
56. <b>THE MENTALIST</b>	1.1	1.1
57. <b>THE MENTALIST</b>	1.1	1.1
58. <b>THE MENTALIST</b>	1.1	1.1
59. <b>THE MENTALIST</b>	1.1	1.1
60. <b>THE MENTALIST</b>	1.1	1.1
61. <b>THE MENTALIST</b>	1.1	1.1
62. <b>THE MENTALIST</b>	1.1	1.1
63. <b>THE MENTALIST</b>	1.1	1.1
64. <b>THE MENTALIST</b>	1.1	1.1
65. <b>THE MENTALIST</b>	1.1	1.1
66. <b>THE MENTALIST</b>	1.1	1.1
67. <b>THE MENTALIST</b>	1.1	1.1
68. <b>THE MENTALIST</b>	1.1	1.1
69. <b>THE MENTALIST</b>	1.1	1.1
70. <b>THE MENTALIST</b>	1.1	1.1
71. <b>THE MENTALIST</b>	1.1	1.1
72. <b>THE MENTALIST</b>	1.1	1.1
73. <b>THE MENTALIST</b>	1.1	1.1
74. <b>THE MENTALIST</b>	1.1	1.1
75. <b>THE MENTALIST</b>	1.1	1.1
76. <b>THE MENTALIST</b>	1.1	1.1
77. <b>THE MENTALIST</b>	1.1	1.1
78. <b>THE MENTALIST</b>	1.1	1.1
79. <b>THE MENTALIST</b>	1.1	1.1
80. <b>THE MENTALIST</b>	1.1	1.1
81. <b>THE MENTALIST</b>	1.1	1.1
82. <b>THE MENTALIST</b>	1.1	1.1
83. <b>THE MENTALIST</b>	1.1	1.1
84. <b>THE MENTALIST</b>	1.1	1.1
85. <b>THE MENTALIST</b>	1.1	1.1
86. <b>THE MENTALIST</b>	1.1	1.1
87. <b>THE MENTALIST</b>	1.1	1.1
88. <b>THE MENTALIST</b>	1.1	1.1
89. <b>THE MENTALIST</b>	1.1	1.1
90. <b>THE MENTALIST</b>	1.1	1.1
91. <b>THE MENTALIST</b>	1.1	1.1
92. <b>THE MENTALIST</b>	1.1	1.1
93. <b>THE MENTALIST</b>	1.1	1.1
94. <b>THE MENTALIST</b>	1.1	1.1
95. <b>THE MENTALIST&lt;/</b>		

4.8	5.3	6.0	6.3	6.9	6.7	5.9	5.0
10	10	12	12	13	12	11	10

## PAY SERVICES

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

1.4 3	1.7 3	2.6 5	2.8 5	3.1 6	2.9 5	2.7 5	2.5 5
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.



A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEP.19, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	42.9	44.0	45.0	45.6	49.8	50.9	52.3	53.5	55.5	56.0	54.5	53.6	53.1	52.9	52.6	51.4	48.8	46.5

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← ONCE A HERO (PAE) → ← ABC SATURDAY NIGHT MOVIE DESPERATE (PAE) →

4,430											4,250							
5.0						5.5 *		4.8 *		4.8 *	4.8	4.1 *		4.8 *		5.5 *		
9						11 *		9 *		9 *	9	8 *		9 *		11 *		
5.7						5.3	4.9	4.7	5.0	4.6	4.1	4.2	4.7	5.0	5.4	5.5		

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← IT'S AN ADVENTURE C. BROWN (R) (PAE) → ← SPECIAL MOVIE PRSNT-SAT. THE LAST STARFIGHTER (PAE) →

5,850									7,620									
6.6						6.3 *		6.8 *	8.6	7.2 *		8.3 *		9.4 *		9.4 *		
13						13 *		13 *	16	13 *		15 *		18 *		18 *		
6.2						6.4	6.8	6.8	6.9	7.5	8.0	8.5	9.3	9.5	9.8	8.9		

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE (R) 227 (R) GOLDEN GIRLS MAMA'S BOY SPECIAL ← MISS AMERICA PAGEANT (10:00-12:01) →

11,160					14,350				20,380		18,250		18,070					
12.6					16.2				23.0		20.6		20.4					
25					31				41		38		42					
11.7					13.3	15.1	17.3		22.3	23.7	20.7	20.5	20.2	20.5 *	21.1 *	21.1 *	20.9	20.4 *

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

13.3					12.8				14.2					9.8		8.8		7.7
31					28				28					18		17		16

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.9					3.9				3.6		4.3		3.4		2.9		2.3	
9					9				6		8		6		6		5	

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8					2.0				2.2		2.2		2.1		1.8		1.6	
4					4				4		4		4		3		3	

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.2					7.2				5.5		6.5		6.1		4.4		3.6	
14					16				10		12		12		8		8	

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1					2.4				3.7		4.1		4.3		4.5		4.2	
5					5				7		8		8		9		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-14 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEP.19, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	42.3	40.4	33.8	31.3	26.9	24.1	21.1	19.1	17.2	15.9	14.5	12.9	11.7	11.0				
<b>ABC TV</b>	(1)																	
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 1,680																	
SHARE AUDIENCE %	5																	
AVG. AUD. BY 1/4 HR	% 1.9																	
<b>CBS TV</b>																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE %	%																	
AVG. AUD. BY 1/4 HR	%																	
<b>NBC TV</b>																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE %	%																	
AVG. AUD. BY 1/4 HR	%																	
<b>INDEPENDENTS</b>																		
AVERAGE AUDIENCE	6.8		6.3		5.6		4.4		3.8		3.1		3.3					
SHARE AUDIENCE %	16		19		22		22		23		23		29					
<b>SUPERSTATIONS</b>																		
AVERAGE AUDIENCE	1.6		1.6		1.5		1.1		1.1		0.8		0.9					
SHARE AUDIENCE %	4		5		6		5		7		6		8					
<b>PBS</b>																		
AVERAGE AUDIENCE	1.5		1.2		1.0		0.4	^	0.3	^	0.3	^	0.3	^				
SHARE AUDIENCE %	4		4		4		2	^	2	^	2	^	3	^				
<b>CABLE ORIG.</b>																		
AVERAGE AUDIENCE	3.2		3.2		3.4		2.8		2.3		1.9		1.5					
SHARE AUDIENCE %	8		10		13		14		14		14		13					
<b>PAY SERVICES</b>																		
AVERAGE AUDIENCE	4.3		4.5		3.4		2.8		2.5		2.3		1.8					
SHARE AUDIENCE %	10		14		13		14		15		17		16					

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

A-16 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.20, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	54.4	55.2	56.4	58.5	61.2	63.5	64.1	65.7	65.4	64.7	63.9	63.4	62.0	60.2	58.0	55.8	49.8	43.9
<div> <div> <b>ABC TV</b> </div> <div> <div> DISNEY SUNDAY MOVIE DOUBLE SWITCH, PART 2 (R) </div> <div> SPENSER: FOR HIRE SPECIAL (R)(PAE) </div> <div> ABC SUNDAY NIGHT MOVIE THE BEST LITTLE WHOREHOUSE IN TEXAS (9:00-11:26)(R)(PAE) </div> </div> </div>																		
AVERAGE AUDIENCE (HHds (000) & %)	5,940	6.1 *		7.3 *	5,940	6.1 *		7.4 *	10,540				12.8 *	12.3 *		11.6 *	11.8 *	
SHARE AUDIENCE %	12	11 *		13 *	11	10 *		11 *	20				20 *	20 *		21 *	25 *	
AVG. AUD. BY 1/4 HR	5.8	6.4	7.0	7.5	5.9	6.3	7.3	7.4	9.6	11.9	12.6		13.1	13.0	11.7	11.5	12.2	11.2
<div> <div> <b>CBS TV</b> </div> <div> <div> (1) 60 MINUTES (7:18-8:18)(PAE) </div> <div> MURDER, SHE WROTE (8:18-9:18)(PAE) </div> <div> CBS SUNDAY MOVIE MICK &amp; MAUDE (9:18-11:18)(PAE) </div> </div> </div>																		
AVERAGE AUDIENCE (HHds (000) & %)	18,160			20.3 *	16,830			19.2 *	9,570				11.0 *	10.5 *		10.5 *	2,750	
SHARE AUDIENCE %	35			35 *	30			30 *	18				18 *	18 *		19 *	8	
AVG. AUD. BY 1/4 HR	18.7	19.2	20.1	20.6	22.0	18.1	19.1	19.2	20.0	12.6	11.0		11.1	10.6	10.4	10.2	10.8	3.1
<div> <div> <b>NBC TV</b> </div> <div> <div> OUR HOUSE </div> <div> FAMILY TIES </div> <div> MY TWO DAD'S </div> <div> NBC SUNDAY NIGHT MOVIE THE HIGHWAYMAN </div> </div> </div>																		
AVERAGE AUDIENCE (HHds (000) & %)	12,580			15.6 *	18,160			17,280	17,100				19.5 *	19.9 *		19.1 *		
SHARE AUDIENCE %	25			27 *	33			30	31				31 *	33 *		34 *		
AVG. AUD. BY 1/4 HR	12.6	12.8 *	15.0	16.2	19.1	21.8	19.2	19.2	18.3	18.9 *	19.5	19.5	19.5	19.8	19.9	19.9	18.4	
<div> <b>INDEPENDENTS</b> </div>																		
AVERAGE AUDIENCE	10.6		10.1		10.6		13.3		13.9		14.5		13.9		12.5		9.9	
SHARE AUDIENCE %	19		18		17		20		21		23		23		22		21	
<div> <b>SUPERSTATIONS</b> </div>																		
AVERAGE AUDIENCE	2.3		2.2		1.7		2.1		2.3		2.5		2.3		1.7		1.3	
SHARE AUDIENCE %	4		4		3		3		4		4		4		3		3	
<div> <b>PBS</b> </div>																		
AVERAGE AUDIENCE	2.0		1.9		2.7		3.7		2.1		2.5		1.8		1.3		0.7	
SHARE AUDIENCE %	4		3		4		6		3		4		3		2		1	
<div> <b>CABLE ORIG.</b> </div>																		
AVERAGE AUDIENCE	3.7		4.0		4.2		4.6		4.5		4.7		4.1		3.1		2.6	
SHARE AUDIENCE %	7		7		7		7		7		7		7		5		6	
<div> <b>PAY SERVICES</b> </div>																		
AVERAGE AUDIENCE	2.5		2.6		3.1		3.6		4.0		4.0		3.9		3.4		2.5	
SHARE AUDIENCE %	5		5		5		6		6		6		6		6		5	

U.S. TV HOUSEHOLDS: 88,600,000  
(1) CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)  
(2) CBS SUNDAY NEWS-OSGOOD, (PAE), CBS, (11:18-11:33)

For explanation of symbols, See page B.



A-18 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.20, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	36.1	30.7	24.0	20.1	17.7	15.8	13.8	12.5	10.7	9.6	8.2	7.2	6.4	5.8				
<b>ABC TV</b>																		
AVERAGE AUDIENCE (Hhlds (000) & %)			1,330															
SHARE AUDIENCE %			1.5															
AVG. AUD. BY 1/4 HR			9															
			1.5	1.4														
<b>CBS TV</b>																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR																		
<b>NBC TV</b>																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR																		
<b>INDEPENDENTS</b>																		
AVERAGE AUDIENCE																		
SHARE AUDIENCE %																		
<b>SUPERSTATIONS</b>																		
AVERAGE AUDIENCE																		
SHARE AUDIENCE %																		
<b>PBS</b>																		
AVERAGE AUDIENCE																		
SHARE AUDIENCE %																		
<b>CABLE ORIG.</b>																		
AVERAGE AUDIENCE																		
SHARE AUDIENCE %																		
<b>PAY SERVICES</b>																		
AVERAGE AUDIENCE																		
SHARE AUDIENCE %																		

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) CBS SUNDAY NEWS-OSGOOD CBS (11:15-11:33)  
 (2) CBS NEWS NIGHTWATCH-1 (8), (PAE), CBS (2:00-2:18)  
 (3) G MICHAELS SPORTS MACHINE, NBC (11:30-11:45)

For explanation of symbols, See page B.



A-20 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 14-18, 1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.6	8.4	10.8	12.7	15.1	17.6	18.4	18.9	19.8	20.3	19.8	19.5	19.8	20.6	20.7	21.0	19.9	20.3
<b>ABC TV</b>	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE) (MON-THU)				ABC SPECIAL REPORT-9:00A (9:00-10:09) (SUS)					
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,060		1,710			3,580				3,830							
SHARE AUDIENCE	%	1.2		1.9			4.0				4.3							
AVG. AUD. BY 1/4 HR	%	14		15			21				22							
		1.2		1.9			4.0	4.1			4.4	4.2						
<b>CBS TV</b>					CBS MORNING NEWS- 6:30AM	CBS MORNING NEWS- 7:00AM	MORNING PROGRAM						(PAE)					
AVERAGE AUDIENCE (Hhds (000) & %)	{		1,010		1,700		1,790										2,360	
SHARE AUDIENCE	%		1.1		1.9		2.0	1.9 *		2.1 *		2.1 *					2.7	
AVG. AUD. BY 1/4 HR	%		12		13		11	10 *		11 *		11 *					13	
			1.1	1.2	1.8	2.1	1.9	1.8	2.0	2.1	2.1	2.2				2.5	2.8	
<b>NBC TV</b>					NBC NEWS AT SUNRISE (PAE)		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)				(PAE) (SUS)					
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,790					3,740			3,600							2,140	
SHARE AUDIENCE	%	2.0					4.2			4.1							2.4	
AVG. AUD. BY 1/4 HR	%	22					25			21							13	
		2.2					2.5			2.0							2.4	
<b>INDEPENDENTS</b>																		
AVERAGE AUDIENCE		1.6		3.2		5.0		5.5		5.4		4.9		4.3		4.1		4.5
SHARE AUDIENCE %		21		27		30		29		27		25		21		20		22
<b>SUPERSTATIONS</b>																		
AVERAGE AUDIENCE		0.6 ^		1.2		1.5		1.4		1.3		1.3		1.2		1.2		1.2
SHARE AUDIENCE %		8 ^		10		9		8		7		7		6		6		6
<b>PBS</b>																		
AVERAGE AUDIENCE		<<		<<		0.2 v		0.5 ^		0.7		0.8		1.0		1.0		0.9
SHARE AUDIENCE %		<<		<<		1 v		3 ^		4		4		5		5		4
<b>CABLE ORIG.</b>																		
AVERAGE AUDIENCE		1.1		1.4		1.8		1.8		2.1		2.2		2.3		2.5		2.5
SHARE AUDIENCE %		15		12		11		10		10		11		11		12		12
<b>PAY SERVICES</b>																		
AVERAGE AUDIENCE		0.6 ^		0.6 ^		0.8		0.9		0.7		0.8		0.8		0.9		0.8
SHARE AUDIENCE %		7 ^		5 ^		5		5		4		4		4		4		4

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WORLD NEWS-MORN-615A, (PAE), ABC, (6:15-6:30), (MON-THU)  
 (2) ABC WORLD NEWS-MORN-645A, (PAE), ABC, (6:45-7:00), (MON-THU)

For explanation of symbols, See page B.

A-22 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 14-18, 1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	20.4	20.5	20.9	21.3	21.4	22.4	23.7	24.4	24.8	25.8	27.2	27.8	27.0	27.3	26.9	26.7	26.7	27.1

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	WHO'S THE BOSS? M-F	MR. BELVEDERE-M-F	RYAN'S HOPE	LOVING (MW-F)(PAE)	ALL MY CHILDREN (MTUHF)(PAE)	ONE LIFE TO LIVE (MWTF)(PAE)
AVERAGE AUDIENCE	2,940	2,360	2,870	3,830	6,580	6,810
SHARE AUDIENCE	3.3	2.7	3.2	4.3	7.4	7.8
AVG. AUD. BY 1/4 HR	16	12	13	17	27	29
	3.2	3.4	2.5	4.2	7.3	7.6

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	NEW CARD SHARKS (M-WF)(PAE)	PRICE IS RIGHT 1 (M-WF)(PAE)	PRICE IS RIGHT 2 (M-WF)(PAE)	YOUNG AND THE RESTLESS (TUE-FRI)(PAE)	BOLD AND THE BEAUTIFUL (TUE-FRI)(PAE)	AS THE WORLD TURNS (WED-FRI)(PAE)
AVERAGE AUDIENCE	2,590	4,010	5,140	5,580	3,770	4,930
SHARE AUDIENCE	2.9	4.5	5.8	6.1	6.5	5.4
AVG. AUD. BY 1/4 HR	14	21	26	25	16	20
	2.8	3.0	4.3	5.9	4.3	5.5

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW (M-WF)(PAE)	SUPER PASSWORD	SCRABBLE (MW-F)(PAE)	DAYS OF OUR LIVES	ANOTHER WORLD (MW-F)(PAE)
AVERAGE AUDIENCE	2,320	4,220	3,320	2,360	2,770	5,370	3,940
SHARE AUDIENCE	2.6	4.8	3.8	2.7	3.1	6.1	4.5
AVG. AUD. BY 1/4 HR	13	22	17	11	12	22	16
	2.7	4.9	3.8	2.8	3.2	5.9	4.5

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.3	3.9	4.0	4.4	4.9	5.2	5.4	5.6	5.9
21	19	18	18	19	19	20	21	22

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2	1.2	1.3	1.5	1.8	1.3	1.3	1.4	1.5
6	6	6	6	7	5	5	5	6

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.8	0.7	0.6	0.6	0.7	0.7	0.8	0.7	0.8
4	3	3	2	3	3	3	3	3

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.5	2.4	2.3	2.2	2.3	2.6	3.0	3.0	3.4
12	12	11	9	9	9	11	11	12

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.8	1.0	0.9	0.9	0.9	1.0	1.1	1.2	1.3
4	5	4	4	4	4	4	4	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-24 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 14-18, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.1	27.7	28.3	29.0	29.4	31.2	32.2	33.6	34.6	36.4	38.0	40.2	45.4	47.3	48.5	49.8

## ABC TV

AVERAGE AUDIENCE  
(HHds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%  
%

7,000  
7.9 7.9 \* 8.0 \*  
28 28 \* 27 \*  
7.8 7.9 7.9 8.1

← GENERAL HOSPITAL (MW-F)(PAE) → ABC SPECIAL REPORT-2:00P- (2:00-5:00)(SUS)

ABC WORLD  
NEWS TONIGHT

8,430  
9.5  
20  
9.4 9.7

## CBS TV

AVERAGE AUDIENCE  
(HHds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%  
%

4,780  
5.4 5.4 \* 5.3 \*  
19 19 \* 18 \*  
5.4 5.5 5.4 5.3

← GUIDING LIGHT (WED-FRI)(PAE) → (PAE)

CBS EVENING  
NEWS-RATHER  
(TUE-FRI)(PAE)

8,440  
9.5  
20  
9.4 9.7

## NBC TV

AVERAGE AUDIENCE  
(HHds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%  
%

4,050  
4.6 4.4 \* 4.8 \*  
16 16 \* 16 \*  
4.3 4.3 4.3 4.3

← SANTA BARBARA (MW-F)(PAE) →

NBC NIGHTLY  
NEWS

8,820  
10.0  
21  
9.7 10.1

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.4 7.2 7.9 9.2 10.0 10.6 12.3 13.5  
23 25 26 28 28 27 26 28

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8 2.1 2.3 2.8 2.6 2.7 3.0 3.3  
7 7 8 8 7 7 6 7

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.9 0.9 1.1 1.1 1.2 1.2 1.4 1.3  
3 3 3 3 3 3 3 3

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.8 4.0 4.0 4.4 4.4 4.7 4.3 4.7  
14 14 13 13 12 12 9 10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4 1.5 1.5 1.2 1.1 1.3 1.6 1.7  
5 5 5 4 3 3 3 3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



DAY SAT. SEP. 19, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.3	6.8	8.6	10.1	12.7	15.3	18.2	20.9	22.9	24.1	25.3	26.3	27.5	28.7	28.8	29.1	28.6	28.9

ABC TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

CARE BEARS MOVIE					MY PET MONSTER SPEC.		REAL GHOST BUSTERS SPEC.		FLINTSTONE KIDS SPEC.	
3,190						3,990		4,080		2,920
3.6	2.0	*	3.5	*	4.5	* 4.5	4.6	4.6		3.3
17	14	*	18	*	19	* 16	16	16		11
1.9	2.1	3.2	4.3	4.6	5.1	4.0	4.2	4.7	4.6	3.4

**CBS TV**

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

HELLO KITTY		MUPPET BABIES		MUPPET BABIES		MUPPET BABIES		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
1,950		3,460		4,160		4,430		5,320		3,540		3,630	
2.2		3.9		4.7		5.0		6.0		4.0		4.1	
15		20		20		19		21		14		14	
1.9	2.5	3.5	4.4	4.6	4.8	4.7	5.4	5.8	6.2	4.3	3.7	4.1	4.1

NBC TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
AVG. AUD. BY 1/4 HR

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	FRAGGLE ROCK	ALVIN AND THE CHIPMUNKS	ALF SPECIAL (R)(PAE)
2,390	3,370	4,610	5,320	5,400	5,400	6,200
2.7	3.8	5.2	6.0	6.1	6.1	7.0
1.9	1.9	2.3	2.3	2.2	2.1	2.4
0.2	3.4	5.2	6.2	6.1	6.3	7.2

## INDEPENDENTS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	100	100
2	100	100
3	100	100
4	100	100
5	100	100
6	100	100
7	100	100
8	100	100
9	100	100
10	100	100
11	100	100
12	100	100
13	100	100
14	100	100
15	100	100
16	100	100
17	100	100
18	100	100
19	100	100
20	100	100
21	100	100
22	100	100
23	100	100
24	100	100
25	100	100
26	100	100
27	100	100
28	100	100
29	100	100
30	100	100
31	100	100
32	100	100
33	100	100
34	100	100
35	100	100
36	100	100
37	100	100
38	100	100
39	100	100
40	100	100
41	100	100
42	100	100
43	100	100
44	100	100
45	100	100
46	100	100
47	100	100
48	100	100
49	100	100
50	100	100
51	100	100
52	100	100
53	100	100
54	100	100
55	100	100
56	100	100
57	100	100
58	100	100
59	100	100
60	100	100
61	100	100
62	100	100
63	100	100
64	100	100
65	100	100
66	100	100
67	100	100
68	100	100
69	100	100
70	100	100
71	100	100
72	100	100
73	100	100
74	100	100
75	100	100
76	100	100
77	100	100
78	100	100
79	100	100
80	100	100
81	100	100
82	100	100
83	100	100
84	100	100
85	100	100
86	100	100
87	100	100
88	100	100
89	100	100
90	100	100
91	100	100
92	100	100
93	100	100
94	100	100
95	100	100
96	100	100
97	100	100
98	100	100
99	100	100
100	100	100

1.5 25	2.5 27	3.1 22	3.9 20	4.1 17	4.8 19	5.9 21	6.9 24	6.3 22
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## SUPERSTATIONS

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

0.3	0.8	1.2	1.3	1.2	1.4	1.7	1.9	1.7
5	9	9	7	5	5	6	7	6

**PBS**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <b>THE 100</b>	1,000,000	1.0
2. <b>THE WALKER</b>	1,000,000	1.0
3. <b>THE MENTALIST</b>	1,000,000	1.0
4. <b>THE WALKER</b>	1,000,000	1.0
5. <b>THE MENTALIST</b>	1,000,000	1.0
6. <b>THE WALKER</b>	1,000,000	1.0
7. <b>THE MENTALIST</b>	1,000,000	1.0
8. <b>THE WALKER</b>	1,000,000	1.0
9. <b>THE MENTALIST</b>	1,000,000	1.0
10. <b>THE WALKER</b>	1,000,000	1.0
11. <b>THE MENTALIST</b>	1,000,000	1.0
12. <b>THE WALKER</b>	1,000,000	1.0
13. <b>THE MENTALIST</b>	1,000,000	1.0
14. <b>THE WALKER</b>	1,000,000	1.0
15. <b>THE MENTALIST</b>	1,000,000	1.0
16. <b>THE WALKER</b>	1,000,000	1.0
17. <b>THE MENTALIST</b>	1,000,000	1.0
18. <b>THE WALKER</b>	1,000,000	1.0
19. <b>THE MENTALIST</b>	1,000,000	1.0
20. <b>THE WALKER</b>	1,000,000	1.0
21. <b>THE MENTALIST</b>	1,000,000	1.0
22. <b>THE WALKER</b>	1,000,000	1.0
23. <b>THE MENTALIST</b>	1,000,000	1.0
24. <b>THE WALKER</b>	1,000,000	1.0
25. <b>THE MENTALIST</b>	1,000,000	1.0
26. <b>THE WALKER</b>	1,000,000	1.0
27. <b>THE MENTALIST</b>	1,000,000	1.0
28. <b>THE WALKER</b>	1,000,000	1.0
29. <b>THE MENTALIST</b>	1,000,000	1.0
30. <b>THE WALKER</b>	1,000,000	1.0
31. <b>THE MENTALIST</b>	1,000,000	1.0
32. <b>THE WALKER</b>	1,000,000	1.0
33. <b>THE MENTALIST</b>	1,000,000	1.0
34. <b>THE WALKER</b>	1,000,000	1.0
35. <b>THE MENTALIST</b>	1,000,000	1.0
36. <b>THE WALKER</b>	1,000,000	1.0
37. <b>THE MENTALIST</b>	1,000,000	1.0
38. <b>THE WALKER</b>	1,000,000	1.0
39. <b>THE MENTALIST</b>	1,000,000	1.0
40. <b>THE WALKER</b>	1,000,000	1.0
41. <b>THE MENTALIST</b>	1,000,000	1.0
42. <b>THE WALKER</b>	1,000,000	1.0
43. <b>THE MENTALIST</b>	1,000,000	1.0
44. <b>THE WALKER</b>	1,000,000	1.0
45. <b>THE MENTALIST</b>	1,000,000	1.0
46. <b>THE WALKER</b>	1,000,000	1.0
47. <b>THE MENTALIST</b>	1,000,000	1.0
48. <b>THE WALKER</b>	1,000,000	1.0
49. <b>THE MENTALIST</b>	1,000,000	1.0
50. <b>THE WALKER</b>	1,000,000	1.0
51. <b>THE MENTALIST</b>	1,000,000	1.0
52. <b>THE WALKER</b>	1,000,000	1.0
53. <b>THE MENTALIST</b>	1,000,000	1.0
54. <b>THE WALKER</b>	1,000,000	1.0
55. <b>THE MENTALIST</b>	1,000,000	1.0
56. <b>THE WALKER</b>	1,000,000	1.0
57. <b>THE MENTALIST</b>	1,000,000	1.0
58. <b>THE WALKER</b>	1,000,000	1.0
59. <b>THE MENTALIST</b>	1,000,000	1.0
60. <b>THE WALKER</b>	1,000,000	1.0
61. <b>THE MENTALIST</b>	1,000,000	1.0
62. <b>THE WALKER</b>	1,000,000	1.0
63. <b>THE MENTALIST</b>	1,000,000	1.0
64. <b>THE WALKER</b>	1,000,000	1.0
65. <b>THE MENTALIST</b>	1,000,000	1.0
66. <b>THE WALKER</b>	1,000,000	1.0
67. <b>THE MENTALIST</b>	1,000,000	1.0
68. <b>THE WALKER</b>	1,000,000	1.0
69. <b>THE MENTALIST</b>	1,000,000	1.0
70. <b>THE WALKER</b>	1,000,000	1.0
71. <b>THE MENTALIST</b>	1,000,000	1.0
72. <b>THE WALKER</b>	1,000,000	1.0
73. <b>THE MENTALIST</b>	1,000,000	1.0
74. <b>THE WALKER</b>	1,000,000	1.0
75. <b>THE MENTALIST</b>	1,000,000	1.0
76. <b>THE WALKER</b>	1,000,000	1.0
77. <b>THE MENTALIST</b>	1,000,000	1.0
78. <b>THE WALKER</b>	1,000,000	1.0
79. <b>THE MENTALIST</b>	1,000,000	1.0
80. <b>THE WALKER</b>	1,000,000	1.0
81. <b>THE MENTALIST</b>	1,000,000	1.0
82. <b>THE WALKER</b>	1,000,000	1.0
83. <b>THE MENTALIST</b>	1,000,000	1

0.1 2	v v	0.3 3	^ ^	0.7 5	^ ^	0.8 4	0.8 3	0.8 3	0.7 2	^ ^	1.1 4	1.4 5
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**CABLE ORIG.**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

1.2	1.5	1.9	2.3	3.3	4.3	4.6	4.7	4.9
20	16	14	12	14	17	16	16	17

## PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

1.1	1.2	1.4	1.4	1.4	1.4	1.5	1.8	1.4
18	13	10	7	6	5	5	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



A-28 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 19, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.4	28.6	28.3	28.8	29.2	29.7	29.5	29.6	29.1	30.1	29.2	29.6	30.4	31.1	31.6	31.9	31.3	32.0

ABC TV		B. BUNNY & TWEETY SPEC.	ANIMAL CRACK-UPS SPEC.	HEALTH SHOW	(1)										(2)		←-ABC COLLEGE FOOTBALL GAME BOSTON VS USC (3:24-6:41)(PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,190	3,010	1,950	1,330										1,950	4,340		
SHARE AUDIENCE %	%	3.6	3.4	2.2	1.5										2.2	4.9		3.6 *
AVG. AUD. BY 1/4 HR	%	13	12	7	5										7	14		11 *
	%	3.4	3.8	3.3	3.5	2.2	2.1	1.4	1.6						2.2	2.6	3.4	3.9

CBS TV		TEEN WOLF	CBS STORYBREAK	KIDD VIDEO											←-CBS COLLEGE FOOTBALL GAME GEORGIA VS CLEMSON (2:41-6:03)(PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,460	2,660	2,040									3,720					
SHARE AUDIENCE %	%	3.9	3.0	2.3									4.2		3.1 *		3.3 *	3.9 *
AVG. AUD. BY 1/4 HR	%	14	10	8									13		10 *		10 *	12 *
	%	3.8	3.9	3.1	2.9	2.2	2.3						2.9	3.2	3.4	3.2	3.6	4.3

NBC TV		NEW ARCHIES	FOOFUR (PAE)	I'M TELLING	(3)										←-NBC MAJOR LEAGUE BASEBALL VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)	{	4,080	3,100	2,660														
SHARE AUDIENCE %	%	4.6	3.5	3.0														
AVG. AUD. BY 1/4 HR	%	16	12	10														
	%	4.2	4.3	3.4	3.0	2.840	4,340	4.1	4.2	4.0	4.2	4.1	4.2	4.2	4.2	4.2	4.2	4.2

INDEPENDENTS		7.2	7.6	8.7	9.0	10.4	9.9	9.8	10.1	10.2
AVERAGE AUDIENCE		25	27	30	30	35	34	32	32	32
SHARE AUDIENCE %										

SUPERSTATIONS		2.0	2.2	2.9	3.0	3.3	3.1	3.3	3.0	2.6
AVERAGE AUDIENCE		7	8	10	10	11	11	11	9	8
SHARE AUDIENCE %										

PBS		1.4	1.4	1.3	1.5	1.6	1.5	1.4	1.6	1.3
AVERAGE AUDIENCE		5	5	4	5	5	5	5	5	4
SHARE AUDIENCE %										

CABLE ORIG.		4.4	5.2	4.8	5.0	4.9	5.1	5.9	6.1	5.8
AVERAGE AUDIENCE		15	18	16	17	17	17	19	19	18
SHARE AUDIENCE %										

PAY SERVICES		1.8	2.1	2.6	2.4	2.4	2.3	2.3	2.1	2.3
AVERAGE AUDIENCE		6	7	9	8	8	8	7	7	7
SHARE AUDIENCE %										

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND SPEC. THE AMAZING BUNJEE VENTURE, PT 2, ABC, (1:00-1:30), (S), (R)  
 (2) ABC COLLEGE FOOTBALL-PRE, (PAE), ABC, (3:00-3:24)  
 (3) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (1:30-1:46)

For explanation of symbols, See page 8.

A-30 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP.19, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.5	33.9	34.0	33.7	34.6	35.2	36.5	37.8	39.3	40.5	41.4	42.6						

**ABC TV**

AVERAGE AUDIENCE  
(HHds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ABC COLLEGE FOOTBALL GAME  
BOSTON VS USC  
(3:24-6:41)(PAE)

> (1)

		4.8 *		5.5 *		4.3 *		5.0 *		6.4 *	3,720	
		14 *		16 *		12 *		13 *		16 *	4.2	
	4.5	5.1	5.5	5.4	4.4	4.2	4.7	5.3	6.4	6.4	4.3	4.2

**CBS TV**

AVERAGE AUDIENCE  
(HHds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

CBS COLLEGE FOOTBALL GAME  
GEORGIA VS CLEMSON  
(2:41-6:03)

CBS SAT. NEWS-  
SCHIEFFER

		4.1 *		4.0 *		5.2 *		5.4 *		5,760		
		12 *		12 *		15 *		15 *		6.5		
	4.2	4.1	3.8	4.2	5.3	5.2	5.4	5.5	4.8	6.2	6.7	

**NBC TV**

AVERAGE AUDIENCE  
(HHds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

NBC MAJOR LEAGUE BASEBALL  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)

NBC NIGHTLY  
NEWS-SAT.

		5.3 *		5.4 *						6,380		
		16 *		16 *						7.2		

**INDEPENDENTS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.7		11.3		11.4		12.6		12.3		13.4		
32		33		33		34		31		32		

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3		2.6		3.2		4.0		3.7		4.2		
7		8		9		11		9		10		

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2		1.3		2.0		2.1		1.9		1.9		
4		4		6		6		5		5		

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.9		6.3		7.0		6.7		6.5		7.2		
18		19		20		18		16		17		

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3		2.6		2.1		1.7		1.7		2.1		
7		8		6		5		4		5		

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC COLLEGE FOOTBALL-POST, (PAE), ABC, (6:41-6:59)

For explanation of symbols, See page B.

A-32 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 20, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.2	6.0	7.0	8.3	10.0	11.6	13.4	15.8	18.5	21.1	22.6	24.4	26.0	26.3	26.8	27.4	28.2	28.6

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.9	29.0	28.6	29.7	31.3	32.5	33.4	35.2	36.2	37.1	37.8	38.9	38.8	39.3	39.8	40.6	41.4	41.8

**ABC TV**

←THIS WEEK-DAVID BRINKLEY&gt;BUSINESS WORLD

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 2,220  
2.5 2.5 \* 2.6 \* 970  
8 8 \* 9 \* 1.1  
% 2.5 2.4 2.4 2.8 1.1 1.1

**CBS TV**

CBS NFL TODAY ←

CBS NFL FOOTBALL GAME 1  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 5,580 13,020  
6.3 14.7 12.2 \* 14.5 \* 14.9 \* 14.2 \* 15.5 \* 17.2 \*  
21 38 36 \* 40 \* 39 \* 36 \* 39 \* 41 \*  
% 5.8 6.9 11.0 13.4 14.1 14.8 14.8 14.8 13.9 14.6 15.0 16.1 17.0 17.6

**NBC TV**

NFL LIVE ←

NFL SINGLE  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 3,720 9,570  
4.2 10.8 8.3 \* 10.2 \* 11.2 \* 10.7 \* 11.6 \* 11.7 \*  
14 27 23 \* 28 \* 29 \* 27 \* 29 \* 28 \*  
% 3.5 4.9 7.5 9.3 10.1 10.5 11.0 11.1 10.7 10.7 11.3 11.8 11.7 11.6

**INDEPENDENTS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.8 10.1 10.8 8.7 9.4 9.0 10.7 10.2 10.0  
37 35 34 25 26 23 27 25 24

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.1 2.6 3.0 2.1 2.5 2.2 3.2 2.9 2.3  
11 9 9 6 7 6 8 7 6

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.5 1.4 1.5 1.2 1.2 1.2 1.3 1.1 1.0  
5 5 5 3 3 3 3 3 2

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.1 5.4 4.6 3.9 4.2 4.3 4.2 4.2 4.1  
18 18 14 11 11 11 11 10 10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1 2.0 2.0 1.7 1.3 1.7 2.4 2.8 2.6  
7 7 6 5 4 4 6 7 6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	42.1	41.9	41.5	41.4	41.1	41.3	41.8	43.6	46.4	47.2	47.9	49.4						

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	1,680																	
	1.9	1.7 *		1.8 *		2.0 *		2.3 *				4,080						
	5	4 *		4 *		5 *		5 *				4.6						
	1.9	1.6	1.7	1.9	2.0	2.0	2.2	2.3				4.4	4.7					

BOSCH PENN 200

ABC WRLD NEWS  
TONIGHT-SUN  
(PAE)**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

(1)																		
	11,960																	
	13.5			11.4 *		13.0 *		12.7 *		13.2 *		14.6 *						
	30			27 *		32 *		30 *		32 *		30 *						
	11.6	10.6	11.0	11.7	12.7	13.3	12.7	12.8	13.2	13.2	14.3	14.8						

CBS NFL FOOTBALL GAME 2  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	10.9 *																	
	26																	
	11.0	7.8																

NFL SINGLE  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)NBC NIGHTLY  
NEWS-SUN**INDEPENDENTS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

9.6		9.3		8.7		10.4		10.8		10.4								
23		22		21		24		23		21								

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1		2.2		1.9		2.8		2.6		2.0								
5		5		5		7		6		4								

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2		1.4		1.5		1.6		1.5		1.3								
3		3		4		4		3		3								

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.5		5.0		4.7		5.1		4.9		5.2								
11		12		11		12		10		11								

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.5		2.0		1.9		1.7		2.0		2.3								
6		5		5		4		4		5								

U.S. TV HOUSEHOLDS: 88,600,000  
(1) CBS NFL FOOTBALL GAME 1,VARIOUS TEAMS AND TIMES,(PAE),CBS,(MULTI SEGMENT)

For explanation of symbols, See page B.

# SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN

## FOR CHILDRENS PROGRAMS

SATURDAY, SEPTEMBER 19, 1987

PROGRAM NAME	START TIME	DURATION	HOUSEHOLDS WITH ANY CHILD:			CHILD:			
			NET	UNDER 18 AA% (0,000)		UNDER-12 AA% (0,000)		UNDER 6 AA% (0,000)	
ABC WEEKEND SPEC(R) (S)	1.00PM	30	ABC	2.3	78	2.1	53	1.3	20
ALVIN AND THE CHIPMUNKS	10.30AM	30	NBC	13.0	440	14.1	352	13.0	207
ANIMAL CRACK-UPS SPEC.(S)	12.00NN	30	ABC	5.5	186	5.6	140	6.1	97
B.BUNNY & TWEETY SPEC.(S)	11.30AM	30	ABC	6.8	228	7.2	180	8.4	134
CARE BEARS MOVIE(S)	8.00AM	120	ABC	8.2	277	10.1	251	10.9	174
CBS STORYBREAK	12.00NN	30	CBS	5.9	200	5.8	145	5.6	89
FLINTSTONE KIDS SPEC.(S)	11.00AM	30	ABC	6.9	235	8.5	212	9.3	147
FOOFUR	12.00NN	30	NBC	8.0	269	8.6	214	7.1	112
FRAGGLE ROCK	10.00AM	30	NBC	12.5	424	13.8	345	11.7	186
GUMMI BEARS	8.00AM	30	NBC	5.8	195	6.8	168	5.7	91
HELLO KITTY	8.00AM	30	CBS	4.4	147	5.3	133	7.0	111
I'M TELLING	12.30PM	30	NBC	5.9	201	6.9	172	4.8	76
KIDD VIDEO	12.30PM	30	CBS	5.1	172	4.5	111	4.6	73
MIGHTY MOUSE	10.30AM	30	CBS	8.7	295	10.4	258	10.6	168
MUPPET BABIES I	8.30AM	30	CBS	8.5	287	9.8	244	10.2	163
MUPPET BABIES II	9.00AM	30	CBS	10.5	355	12.3	307	12.2	194
MUPPET BABIES III	9.30AM	30	CBS	11.5	388	13.7	342	13.7	219
MY PET MONSTER SPEC.(S)	10.00AM	30	ABC	10.3	347	12.2	303	13.5	215
NEW ARCHIES	11.30AM	30	NBC	9.7	330	9.5	237	9.3	148
ONE TO GROW ON-8:28AM	8.28AM	2	NBC	7.0	238	8.6	214	7.7	122
ONE TO GROW ON-9:58AM	9.58AM	2	NBC	12.9	436	14.2	355	12.0	191

-81 'uo  
S/11 WC

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN

FOR CHILDRENS PROGRAMS

SATURDAY, SEPTEMBER 19, 1987

PROGRAM NAME START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:		UNDER 12		UNDER 6	
		NET	UNDER 18 AA% (0,000)	UNDER 12 AA% (0,000)		AA% (0,000)	
ONE TO GROW ON-11:28AM							
11.28AM 2		NBC	13.8 468	13.6 338		12.0 191	
ONE TO GROW ON-12:28PM							
12.28PM 2		NBC	6.7 226	7.6 190		5.9 94	
PEE WEE'S PLAYHOUSE							
10.00AM 30		CBS	12.9 438	15.3 381		15.4 245	
POPEYE & SON							
11.00AM 30		CBS	9.4 316	10.4 260		10.3 165	
REAL GHOST BUSTERS SPEC.(S)							
10.30AM 30		ABC	10.4 350	12.1 301		12.8 204	
SMURFS I							
8.30AM 30		NBC	8.1 274	9.5 236		8.9 141	
SMURFS II							
9.00AM 30		NBC	10.3 348	11.3 281		10.9 173	
SMURFS III							
9.30AM 30		NBC	11.7 396	12.6 315		11.3 183	
TEEN WOLF							
11.30AM 30		CBS	8.8 296	10.3 257		9.6 153	

UE: 33810

UE: 24940

UE: 15920

INTAB: 676

INTAB: 507

INTAB: 30

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS

<< - BELOW MINIMUM RATING STANDARDS

LT - BELOW MINIMUM PROJECTION STANDARDS

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